

The famous C.B.S. RADIO Laff-Riot!

my Friend Irma

10¢

JUNE
NO. 9

WHAT SEEMS TO BE THE TROUBLE?

SALE
JIM DANDY LEAK-PROOF FOUNTAIN PEN $1

COMPLAINT DEPT.

52 merry pages

REDUCE KEEP SLIM AT HOME WITH RELAXING, SOOTHING MASSAGE!

ELECTRIC SPOT REDUCER



FOR GREATEST BENEFIT IN REDUCING by massage use spot REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.



TAKE OFF UGLY FAT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY without risking HEALTH

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts.

UL UNDERWRITERS LABORATORY APPROVED

TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only $1 for your Spot Reducer on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

ALSO USE IT FOR ACHES AND PAINS



CAN'T SLEEP: Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



MUSCULAR ACHES: A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

USED BY EXPERTS: Thousands have lost weight this way—in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

MAIL THIS COUPON NOW!

SPOT REDUCER CO., Dept. E-307
318 MARKET ST., NEWARK, NEW JERSEY

Please send me the Spot Reducer for 10-day trial period. I enclose $1. Upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name _____

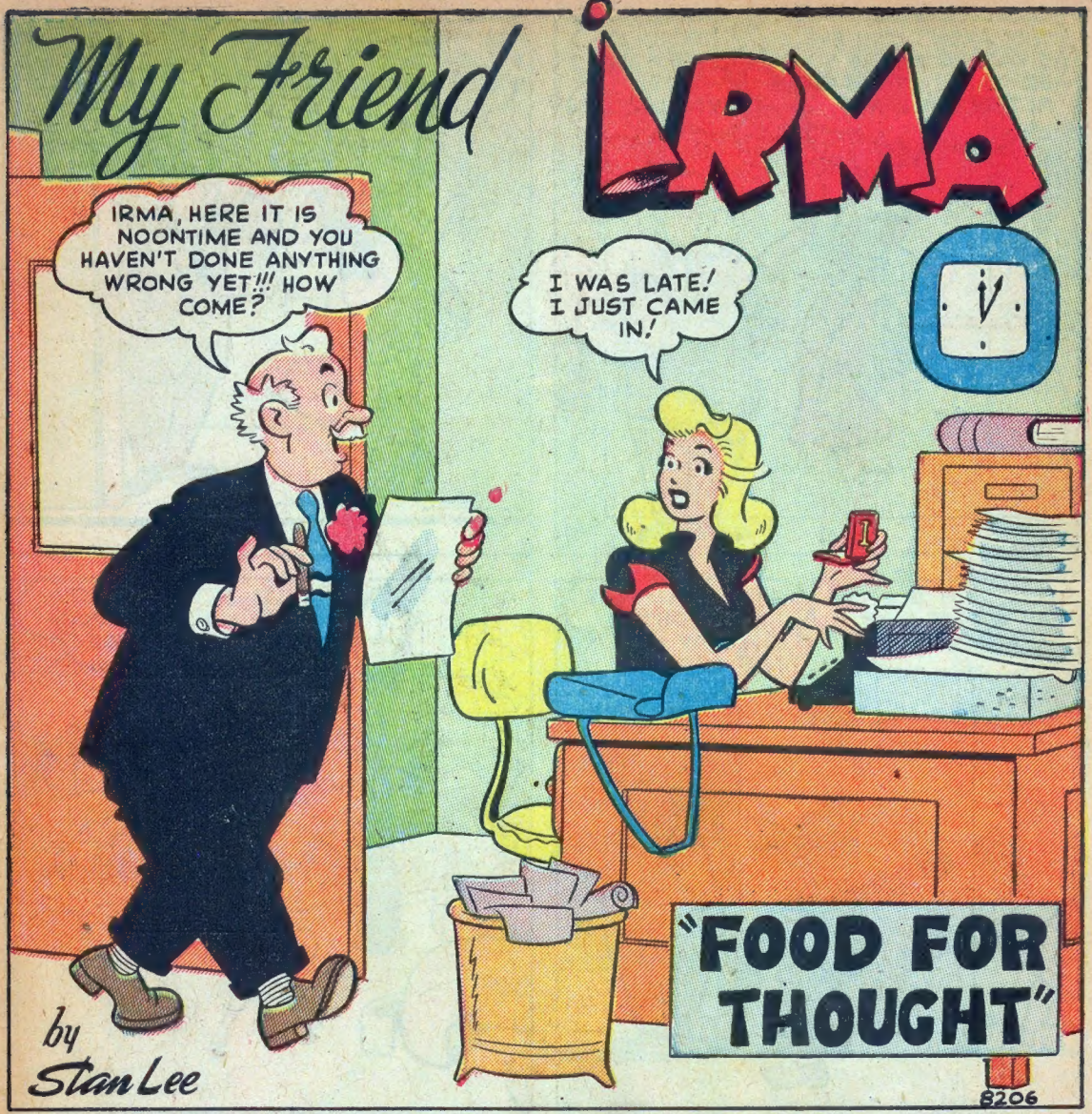
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☐ SAVE POSTAGE—check here if you enclose $9.95 with coupon. We pay all postage and handling charges. Same money-back guarantee applies.

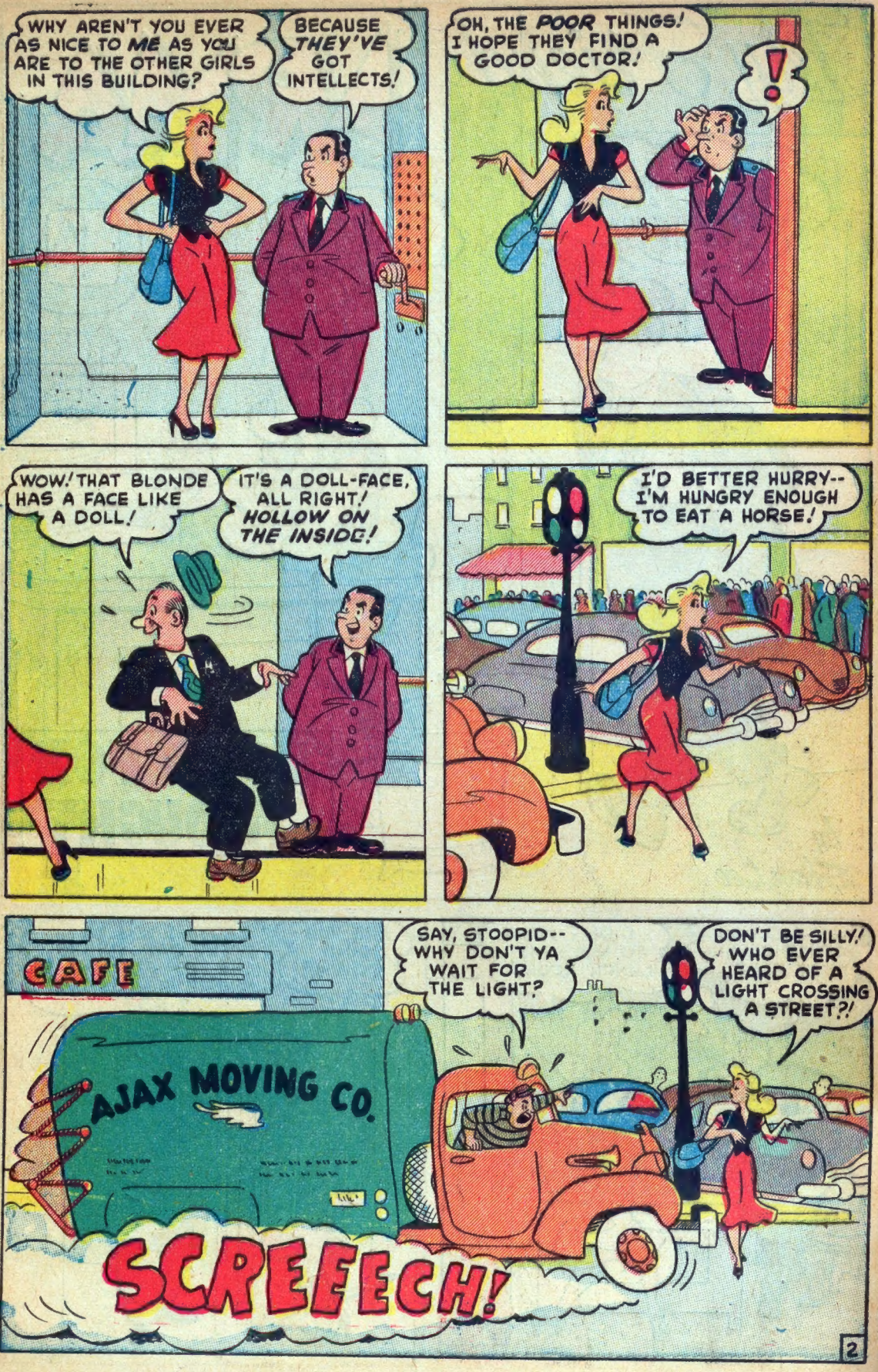
LOSE WEIGHT OR MONEY BACK

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My Friend IRMA
IRMA, HERE IT IS NOONTIME AND YOU HAVEN'T DONE ANYTHING WRONG YET!!! HOW COME?
I WAS LATE! I JUST CAME IN!
"FOOD FOR THOUGHT"
by Stan Lee
8206


WHY DID YOU BOTHER COMING IN AT ALL?
I DIDN'T WANT TO MISS MY LUNCH HOUR!


ARE YOU GOING DOWN?
LADY--I TELL YA EVERY DAY... THIS IS THE TOP FLOOR!! WHERE ELSE COULD I GO?
1


WHY AREN'T YOU EVER AS NICE TO ME AS YOU ARE TO THE OTHER GIRLS IN THIS BUILDING?
BECAUSE THEY'VE GOT INTELLECTS!
OH, THE POOR THINGS! I HOPE THEY FIND A GOOD DOCTOR!
!
WOW! THAT BLONDE HAS A FACE LIKE A DOLL!
IT'S A DOLL-FACE, ALL RIGHT! HOLLOW ON THE INSIDE!
I'D BETTER HURRY-- I'M HUNGRY ENOUGH TO EAT A HORSE!
CAFE
AJAX MOVING CO.
SAY, STOOPID-- WHY DON'T YA WAIT FOR THE LIGHT?
DON'T BE SILLY! WHO EVER HEARD OF A LIGHT CROSSING A STREET?!
SCREEECH!


I SIMPLY CAN'T STAND PEOPLE WHO ASK FOOLISH QUESTIONS!
CAFETERIA
WHERE ARE THE TRAYS?
RIGHT THERE IN FRONT OF YOU!
AND WHERE ARE THE NAPKINS?
RIGHT NEXT TO THE TRAYS!
NAPKINS
AND WHERE ARE THE SPOONS?
LADY--WOULD YOU LIKE A SEEING EYE DOG?
OH, NO, THANK YOU-- I HAVE MY HEART SET ON FRIED CHICKEN!
!
WHAT A NICE MAN!
NEXT!
3


ARE YOUR CHICKENS FRESH TODAY?
LADY, I DON'T CATCH 'EM-- I ONLY SERVE 'EM!


HERE'S A NICE FRIED CHICKEN!
IT DOESN'T LOOK SO GOOD TO ME!

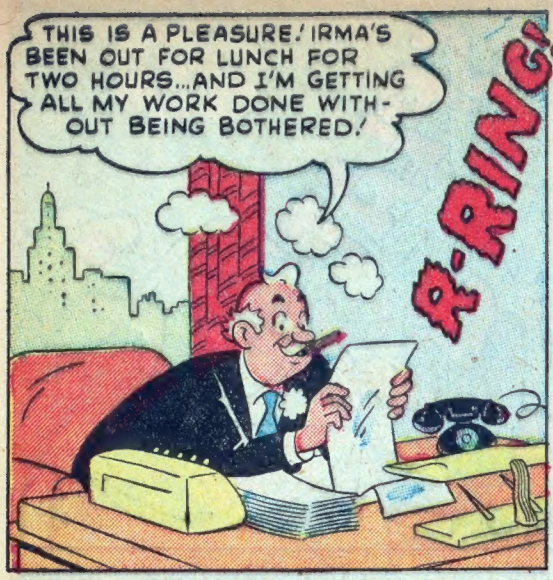

DON'T FORGET, LADY... IT'S DEAD!
OH, THAT'S RIGHT!


THERE'S A GOOD PLACE TO SIT!


EXCUSE ME, MISTER-- BUT THAT HAMBURGER YOU'RE EATING LOOKS TOO RARE TO ME!
SO WHAT? I LIKE 'EM RARE!


I HAD A FRIEND ONCE WHO ALSO LIKED VERY RARE HAMBURGERS... MAY SHE REST IN PEACE!
LOOK, LADY--I'M TRYING TO READ MY PAPER!


GOLLY, THIS CHICKEN IS HARD TO CUT!
CAFETERIA
SPLAT!
SLIPPERY, TOO!
LADY!! LOOK AT MY NEWSPAPER!!
NO, THANK YOU... I'VE ALREADY READ IT!
BEFORE I GO I WANT TO SAY THAT YOU ARE THE MOST OBNOXIOUS FEMALE I'VE EVER SEEN!
RIDICULOUS! MY HAIR IS NATURALLY BLONDE!
I THINK I'LL GET SOME DESSERT BEFORE I LEAVE...
5













SUBSCRIBE NOW! $1.00 FOR NEXT 12 ISSUES! MY FRIEND IRMA SUITE 1404 350 5TH AVE. NEW YORK CITY 118

PIMPLE MISERY?

Acne • Blackheads • Enlarged Pores



ACNUREL

SUCCESSFULLY USED BY LEADING SKIN DOCTORS (Dermatologists) FOR OVER 10 YEARS

A CLAIM NO OTHER LABORATORY CAN MAKE

NOW AVAILABLE TO YOU FOR THE FIRST TIME

"ACNUREL" USED EVERY DAY WITH AMAZING RESULTS by LEADING SKIN DOCTORS in the treatment of Boys—Girls—Men and Women, to help clear up ugly skin blemishes.

"ACNUREL" Conceals While It Heals

NOT A MIRACLE CREAM BUT...

A COMPLETE MEDICAL TREATMENT

PURELON'S ACNUREL is not merely a skin cream . . . it is a complete medical treatment which is the product of long years of research and clinical tests. . . .

FIRST, ACNUREL Detergent thoroughly *penetrates* and *cleanses* the affected area, removing foreign matter lodged in the pores. Dirt is attracted to your skin by oily secretions of over-active sebaceous glands, and ACNUREL Detergent (skin cleanser) counteracts oiliness, and removes the dirt and foreign matter.

ACNUREL CONCEALS WHILE IT HEALS

SECOND, PURELON'S ACNUREL Cream carries out the medication or healing stage of the treatment. While its active ingredients are attacking the infection, ACNUREL Cream conceals the blemishes under a pleasant, natural looking film, *over which make-up can be applied* . . . YOU will gain confidence when you can face the world with a clear, attractive-looking skin . . . While ACNUREL Cream is at work with its soothing, healing effects it is also preventing RE-INFECTION of the surface areas, raising scales, helping heal and clear rashes, and helping to prevent *PERMANENT PITTING and SCARRING.*

A MEDICALLY TESTED FORMULA

ACNUREL is a tested, proved medication which has been used for over 10 years by LEADING SKIN SPECIALISTS to help clear up PIMPLES—BLACKHEADS —ACNE-ENLARGED PORES and other EXTERNALLY caused skin blemishes. . . . NOW, you too can join the thousands who have found ACNUREL treatment successful where ordinary skin creams failed . . . Boys, Girls, Men, and Women to whom ACNUREL gave confidence and a new outlook on life!

PURELON Laboratories
15 West 17th St., New York 11, N. Y.

Please send me a Regular size of ACNUREL.

☐ Inclosed $2, you pay postage plus handling.

☐ COD I pay postman $2 plus postage and handling charges.

☐ Fair ☐ Brunette ☐ Sun Tan (PLEASE CHECK)

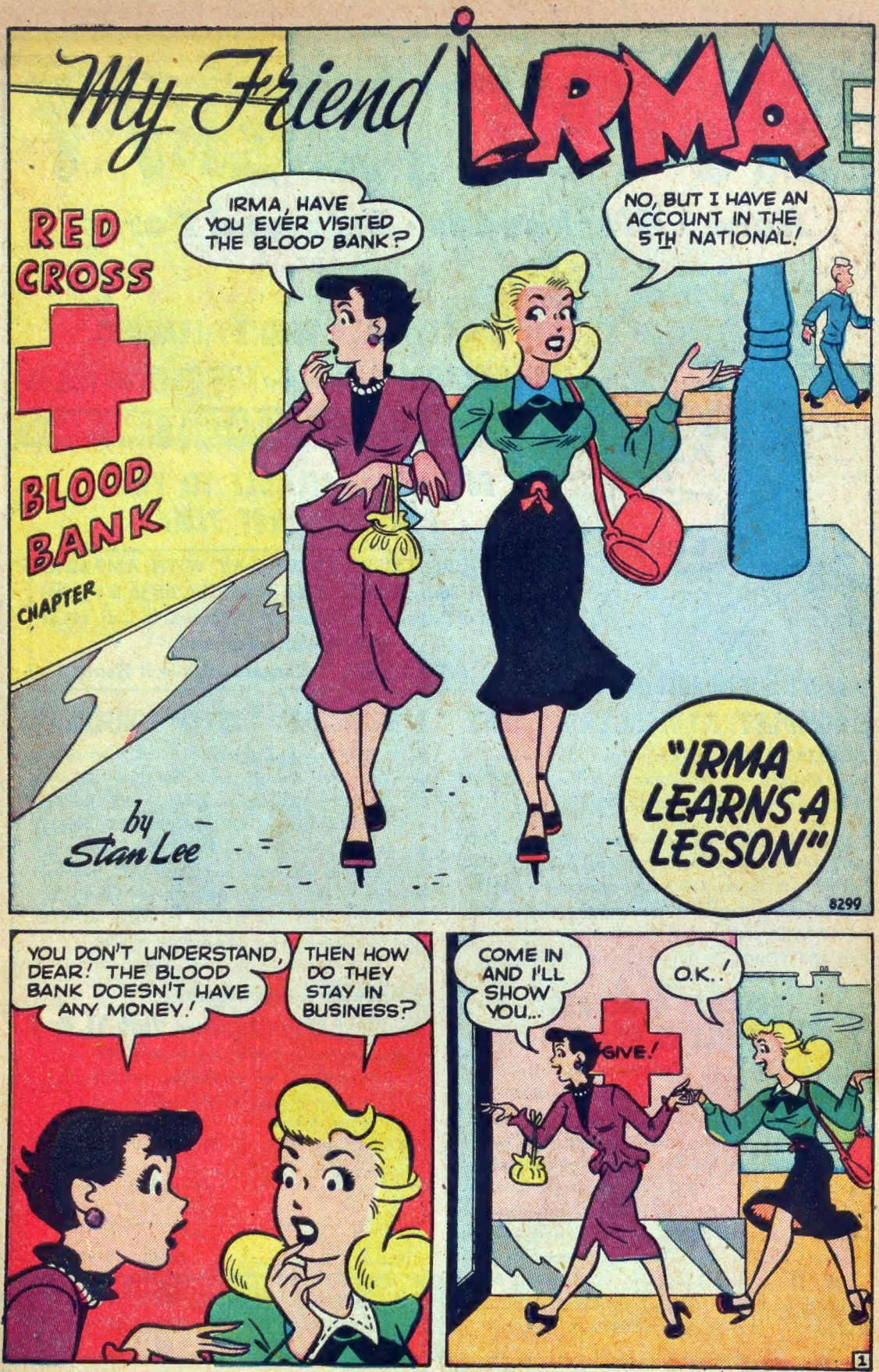
NAME .....

ADDRESS .....

CITY..... ZONE..... STATE.....

The "ACNUREL" name, an absolute guarantee, for a Healthier Skin OR

YOUR MONEY BACK


My Friend IRMA
RED CROSS
BLOOD BANK
CHAPTER
by Stan Lee
IRMA, HAVE YOU EVER VISITED THE BLOOD BANK?
NO, BUT I HAVE AN ACCOUNT IN THE 5TH NATIONAL!
"IRMA LEARNS A LESSON"
8299
YOU DON'T UNDERSTAND, DEAR! THE BLOOD BANK DOESN'T HAVE ANY MONEY!
THEN HOW DO THEY STAY IN BUSINESS?
COME IN AND I'LL SHOW YOU...
O.K..!
GIVE!
1


ARE YOU TWO LADIES DONORS?
OH,NO! WE'RE SECRETARIES!
ERICAN
ROSS
MISS MEGGS
EXCUSE US A MOMENT!
CERTAINLY!
RED
IRMA, IT'S THE DUTY OF EVERY AMERICAN CITIZEN TO GIVE BLOOD TO THE RED CROSS FOR OUR ARMED FORCES!
WHY?
Blood Means Life!
RED CROSS BLOOD PROGRAM
GREATER NEW YORK CHAPTERS
70 W. 40TH. ST. MU 9-1000
BECAUSE THE PINT OF BLOOD YOU GIVE MAY SAVE A SOLDIER'S LIFE!
GOLLY!
AND IT'S SO EASY TO GIVE BLOOD! LET'S DONATE SOME RIGHT NOW!
BUT I DON'T KNOW HOW!
THERE'S NOTHING TO IT! JUST TAKE A COT...
WHERE TO?
2



SUBSCRIBE NOW! $1.00 FOR NEXT 12 ISSUES! MY FRIEND IRMA SUITE 1004 360 5TH AVE. NEW YORK CITY (1)


My Friend IRMA
IT'S ALL OVER NOW, CHICKEN!
IT'S ABOUT TIME!
LET'S GO!
WASSAMATTER... DIDN'T YOU ENJOY THE CONCERT?
YES... BUT THE MUSICIANS MADE SO MANY MISTAKES!
CONCERT TODAY
HOW DID YOU KNOW? YOU DON'T KNOW ANYTHING ABOUT SYMPHONIC MUSIC!
OH, ANYBODY COULD TELL THEY WERE MAKING MISTAKES...
...BY THE WAY THE ORCHESTRA LEADER KEPT SHAKING HIS STICK AT THEM ALL THE TIME!


My Friend IRMA
?
1073 C
IRMA...YOU SHOULDN'T HIDE YOUR MONEY IN THAT OLD BEER CAN!
WHY NOT, JANE?
BEER
BECAUSE YOU SHOULD KEEP YOUR MONEY IN A BANK!
OH, NO-- I'D NEVER DO THAT!
WHY NOT?
I'LL TELL YOU WHY...
YOU'VE HEARD OF BANKS BEING ROBBED, HAVEN'T YOU?
YES...
--BUT DID YOU EVER HEAR OF A BEER CAN BEING ROBBED?
MAYBE SHE'S GOT SOME-THING THERE!

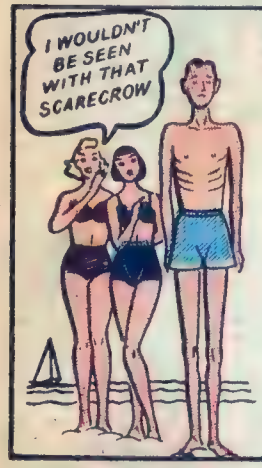
SKINNY GIRLS ARE NOT GLAMOUR GIRLS!



HOW TO ADD *Glamorous Curves* TO YOUR FIGURE

IF you are a normal, healthy underweight person and are ashamed of your skinny, scrawny figure, NUMAL can help you add pounds and pounds of firm, attractive flesh to your figure.

For NUMAL, a doctor-approved formula, contains essential minerals, vitamins and nutrients that may aid your appetite. Then you eat more and enjoy what you eat. But that isn't all. NUMAL contains a food element which is also a great help in putting on weight. So don't let them snicker at your skinny, scrawny figure. A skinny, scarecrow figure is neither fashionable nor glamorous. Remember, the girls with the glamorous curves get the dates. So start NUMAL today. You'll love the taste . . . you'll love the results. SEND NO MONEY. Just your name and address. When postman delivers NUMAL in plain wrapper, pay him only $2 plus postage and C.O.D. fees. Note: You save all postal charges if you send $2 with order.



SKINNY MEN ARE NOT ATTRACTIVE EITHER

Make no mistake about it—a skinny, scrawny body is no asset in social, business or sports life. So if you are a normal, healthy underweight person, give NUMAL a chance to build you up, put firm flesh on your frame. It's guaranteed—it must help you or your money back. You'll like NUMAL. It tastes good, does good. Order yours today.

USE CONVENIENT COUPON NOW

MONEY-BACK GUARANTEE!

If you aren't pleased with results after using one bottle of NUMAL, you get your money back. Fill in and mail coupon now.

U. S. NATURE PRODUCTS CORP.
3560 Broadway, Dept. 97-A New York 31, N. Y.

SEND NO MONEY! ORDER ON APPROVAL!

These are excerpts from unsolicited and unpaid for testimonials . . .
(Names on request)

"Please send me another bottle of NUMAL — it has helped me wonderfully. I have gained some weight and feel fine now".
Mrs. H. S., Rolla, Mo.

"— made me sleep so much better and it improved my appetite so much".
S. A. L., Sanford, Fla.

"I am so delighted with NUMAL — it has improved me very much — my friends just rave at me".
M. W., Waycross, Ga.

"I am feeling fine and I can now eat three meals a day . . . Before I started taking NUMAL I wasn't eating well at all but now I have a good appetite".
Mrs. M. D. C., Baton Rouge, La.

"I think NUMAL is wonderful. My husband says I look better and I feel better".
Mrs. C. L., Rutland, Vt.

Medically Checked and Approved!



NOTE: The NUMAL Formula has been double-checked. 1st. By one of America's foremost research laboratories. 2nd. By our Medical Director a well-known New York practicing physician. All medical statements in this ad have also been checked by our own Medical Director for accuracy.

MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.
3560 Broadway, Dept. 97-A New York 31, N. Y.

Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman $2.00 plus C.O.D. charges and postage.

Name_____

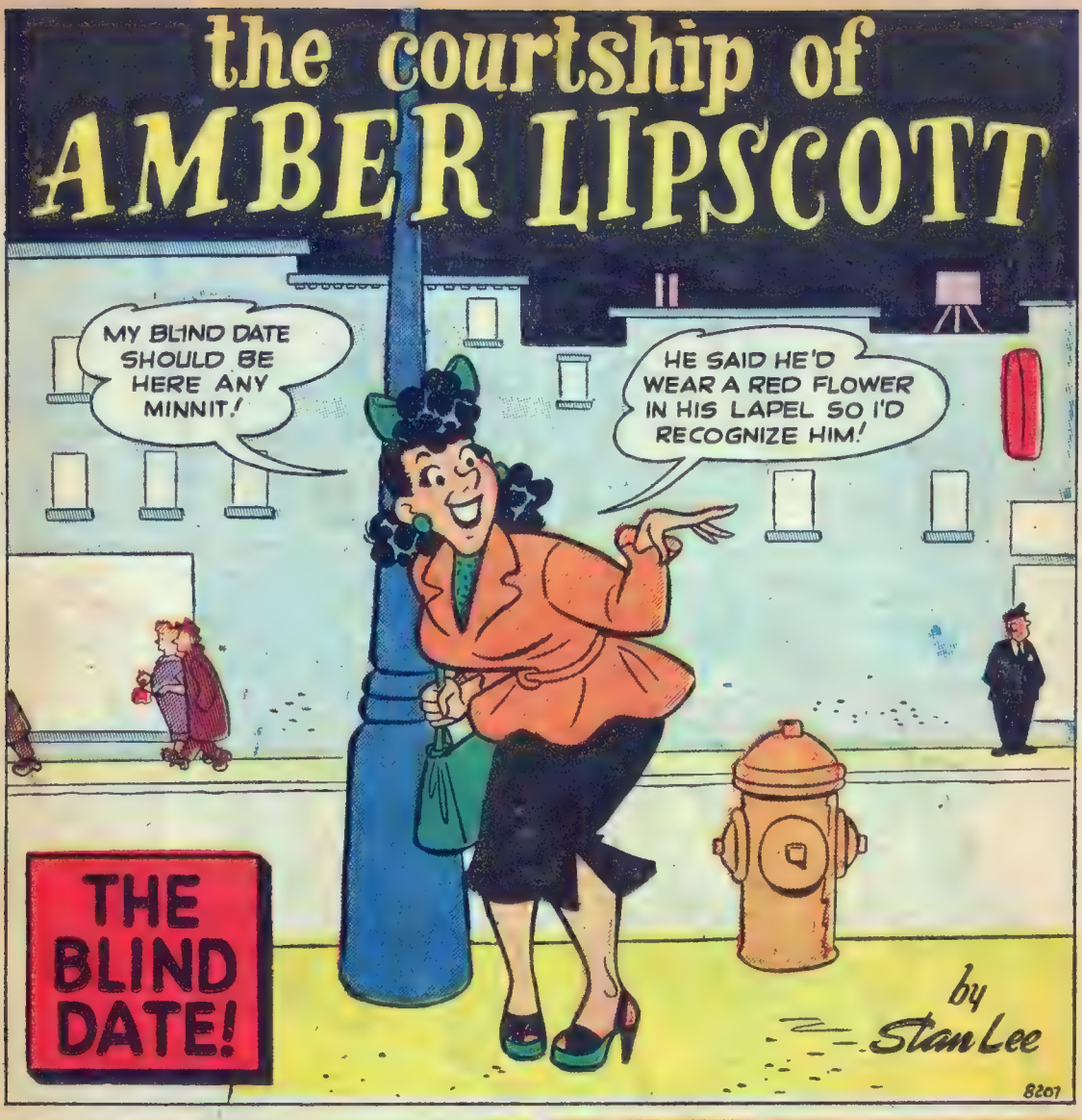
Address_____

City_____ Zone_____ State_____

NOTE: If you want to save all postal charges enclose $2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.
Sorry: Canadian orders cannot be sent COD. Send International Money Order.


My Friend IRMA
8213-B
'SCUSE ME, LADY... DO YOU KNOW THE TIME?
YES, SIR... 10 MINUTES AGO IT WAS 5:35!
WHAT TIME IS IT, ME LITTLE COLLEEN?
10 MINUTES AGO IT WAS A QUARTER TO SIX!
?
C'N YA TELL ME THE TIME, SISTER?
UH HUH... 10 MINUTES AGO IT WAS 10 MINUTES AFTER SIX!
LISTEN, CHICKEN... WHAT'S ALL THIS WITH "10 MINUTES AGO"? WHY DON'T YOU TELL PEOPLE WHAT TIME IT IS NOW?
I CAN'T, AL...
...MY WATCH IS 10 MINUTES SLOW!
BOI-ING!

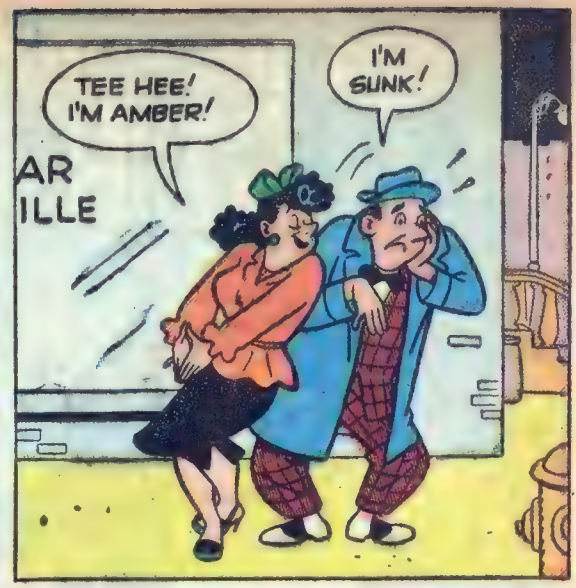
the courtship of AMBER LIPSCOTT








HOW DID THIS THING GET IN MY LAPEL?
YOU MUST BE MY DATE!


TEE HEE! I'M AMBER!
I'M SUNK!


DID MY FRIEND OIMA TELL YOU WHAT I LOOK LIKE?
DON'T BE SILLY! I'M HERE, AIN'T I?


IS OIMA A GOOD FRIEND OF YOURS?
NOT ANY MORE!

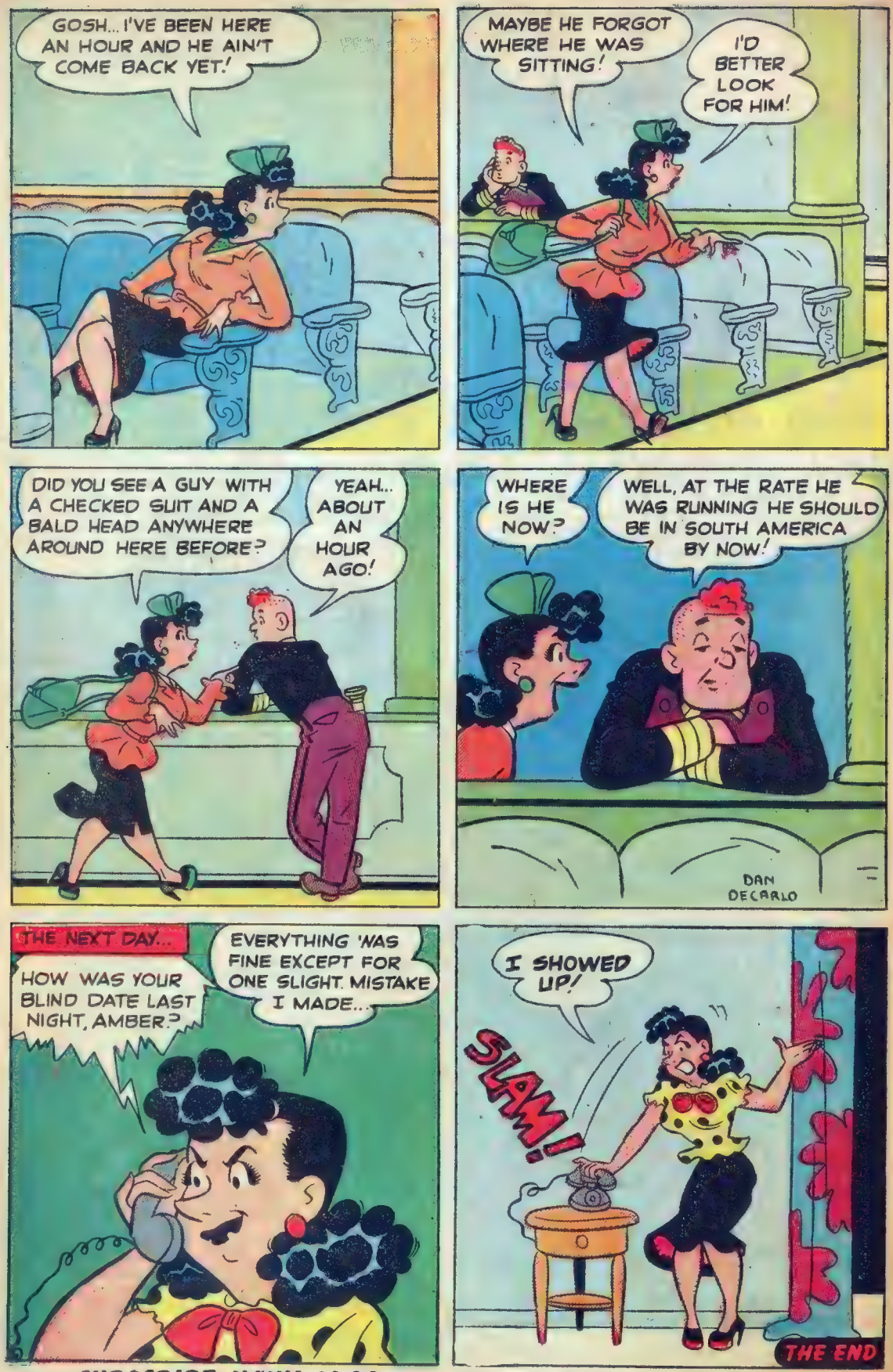

WOULD YOU LIKE TO GO DANCING?
OH, YEAH! I'D LOVE TO!


WELL... WHY DON'T YOU?
!


OIMA SAID YOU HADDA SENSE OF HUMOR!
DON'T MENTION THAT NAME TO ME!
WELL, I GUESS WE CAN'T STAY ON THIS CORNER ALL NIGHT!
WHY NOT? IT'S DARK HERE!
YOU NAUGHTY BOY! DO YOU WANNA KISS ME?
LOOK... IT'S NOT THAT DARK!
DO YOU LIKE MOVIES?
I LOVE THEM! NICE ROMANTIC PICTURES ALWAYS PUT ME IN A ROMANTIC MOOD!
THEY DO?
(SIGH!) YEAH!
HORROR SHOW
THAT'S ALL I WANTED TO KNOW!
TICKETS
ALSO SHOWING
"DEATH OF DRACULA"


DON'T PICTURES LIKE THIS SCARE YA, LESTER?
NAH.. NUTTIN' CAN SCARE ME!
LET'S SIT HERE, AMBER!
OKAY!
WOW! LOOK AT THAT MONSTER!
TELL DE DAME BEHIND YA TA SHUDDUP, LESTER!
OKAY!
SAY, LADY... EEEK!
YEAH?
HELP!
HORROR SHOW
GOSH, IT MUST BE A SCAREY PICTURE!
DOUBLE HORROR "DEATH OF DRACULA" AND THE "SHRIEK OF THE ZOMBIES"


WOULDJA LIKE TO HOLD HANDS?
I AM!
AMBER, WOULD YOU MIND MY SEAT FOR A MINUTE?
SURE!
HURRY BACK! REMEMBER...I'M WAITING FOR YOU!
HOW COULD I FORGET?
THAT ZOMBIE ON THE SCREEN LOOKS JUST LIKE MY BROTHER JOE!
IT IS MY BROTHER JOE!
OH, NO... JOE ONLY HAD ONE HEAD!
!?



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IRMA'S DEPARTMENT OF UTTER CONFUSION!



LOVE OPENED MY EYES

I REACHED my twenty-first birthday with no desire to live for my twenty-second. Other girls my age settled down to a professional life or marriage—I looked forward to an empty, bitter life, walled in by loneliness. What else was there for a blind girl?

I lost my sight when my father's automobile skidded on a slippery road and turned over an embankment. Father escaped with minor injuries, but I, at the age of fourteen, had to learn to adapt myself to a new way of life. My family — my teachers — and my friends, all tried to make my plight easier, but their words of sympathy only intensified my bitterness and hatred. I convinced myself that there was nothing left in life for me—no one who could help me. And although everyone said that I had developed into a beautiful, young woman, I had no desire to make myself more attractive.

When Mother first mentioned Tom's name, I ignored it. He was the only son of her childhood friend, and she thought that we'd find a lot in common, but I had overheard her say that Tom was blind, too, and I knew she secretly thought we two *unfortunate* young people would be good for each other.

I finally consented to meet Tom Allen—but only once. I wanted no dramatic scenes and words of self-sympathy. I wanted to be left alone.

Tom arrived on a Saturday afternoon, and Mother busied herself around the house as if a celebrity were coming. I waited in the library, and when Mother ushered him in, I thought I settled down to a boring afternoon. But I was wrong. From the moment I heard his deep, masculine voice, I felt a thrill of excitement.

He was so different from what I expected . . . so self-assured and well-read. And he even made me laugh for the first time in so long; I couldn't understand how he could speak so freely about his blindness. He even told me some of the experiences he had when trying to re-adapt his life. He had lost his sight when several chemicals blew up in his face, during a high school experiment. I felt that Tom was the first person I'd met who understood me without feeling sorry for me.

When he left, I couldn't help saying, "Please come back soon. It's been so wonderful talking to you."

"Do you think tomorrow would be too soon, Meg?" he asked. "I don't want to force my attentions on you."

"Tomorrow would be wonderful, Tom," I said, excitedly. "Please come."

After Tom had left, I sat in the library alone. Once again the bitterness crept into my mind as I asked myself why Tom and I couldn't be normal —have fun. What good would our life be together except for crying on each other's shoulder?

Tom came the next day with an armful of records. Some of them were classical and others, popular. We listened quietly to the classical music, but when Tom put the popular records on the machine, he said, "Come on, Meg. Let's dance."

"Dance?" I echoed.

"Certainly," he said in an amused tone. "Why not?"

"No reason, except that I can't dance."

"Well, it's time that you learned."

And with that he took my hand and pulled me up into his arms. Tom danced expertly and before we'd played many more records, I was following him smoothly. That was a glorious afternoon for me—one I shall always remember. With Tom's strong arms holding me tightly, I felt secure and fearless in the world that I thought had closed me out.

Every day Tom came to see me. My life had taken on new meaning and Tom was responsible.

Tom and I went places I'd never gone to before. I didn't feel as if we were two people groping in the dark any longer, because Tom's self-assurance gave me courage. We walked through the park, went to concerts and movies, and we even went dancing one night. I could hear the whispering going on about us, but it didn't make any difference. As long as Tom held onto my hand, I felt safe from their words.

One afternoon Mother packed a lunch for us and we took a short walk to a nearby park. It was the beginning of spring, and I didn't need to see the flowers and bits of green on the trees to know how they looked. Tom and I touched them and smelled them—and loved them together.

After we had finished lunch,

I realized that Tom had been particularly quiet.

"Anything wrong?" I asked.

"Only that you are so far away," he said, lightly.

I moved over to his side, and we both leaned against the thick trunk of an old tree.

"Is that better?"

"Much," he said. Again we were silent until Tom broke in. "Meg, I love you."

I wasn't surprised by his words, because I had felt they were coming, but I couldn't hold back the tears of happiness that welled up in my eyes. When Tom kissed me, the world took a dizzy spin as I whispered my love for him.

That evening when I came home, I couldn't control my happiness. I danced idiotically around the room until Mother came in to find out what the noise was all about. She was delighted when I told her, but I did denote a touch of hesitancy in her voice. When I questioned her, she changed the subject suspiciously, but I was too happy then to discuss it. I only wanted to think of Tom.

Later that evening at dinner she told me casually that Doctor Cablin wanted me to stop at his office. And yet there was a standing agreement that Mother would never mention Doctor Cablin's name to me again after the last unsuccessful operation he'd performed on me. That night she came into my bedroom and once again she spoke of Doctor Cablin and his desire to see me. Maybe it was because I was so deliriously happy and I wanted everyone else to be that I agreed to go.

The next day I went to see the doctor and let him talk me into another operation, with all the odds in favor of my regaining my sight. I had wanted my sight so passionately for such a long time—I couldn't just turn my back on the possibility that the miracle could happen! And then, too, I knew that Tom had given me the confidence in myself and the world that I needed to undergo another treatment. That day I made plans to go to the hospital.

I hesitated to tell Tom, afraid that if the operation were succesful there was a chance that we might drift apart. Maybe Tom would "see" me differently if I had sight. When I told Tom how I felt, he tried to sweep away my doubts by saying that I was the most important person in the world to him —and my having sight was as important to him as it was to



me. I still felt uneasy — and even as the doctor administered the anesthetic, my mind was troubled and pessimistic.

How many hours, or days, I lay on the operating table, I had no idea when I awakened. My eyes were bandaged tightly and I heard my own voice calling for Tom.

"Here I am, darling," he said, holding my hand, and I suddenly felt, again, that Tom was slipping away from me. I sank into unconsciousness.

The day that Doctor Cablin was to take the bandages from my eyes should have been a happy day, but instead I was sad. If I couldn't see it would be another disappointment, if I could, I'd lose Tom and what we shared. As Doctor Cablin unwound the last bandage, I heard Tom come into my room. Opening my eyes was an effort, not only mentally, but physically as well.

"Can you make out any objects?" Doctor Cablin asked.

"Yes," I said. "I can see Tom." And I could. I saw Tom for the first time in my life, and although the image was blurred, I sensed that it was he. But then my excitement faded, because Tom couldn't share it, and for a moment I begrudged myself my good fortune.

"But what good is my sight if it isn't your sight too?" I cried to Tom.

"I can see, darling," he said, softly. "I've never been blind."

"You mean that you've just pretended to . . ." I couldn't finish.

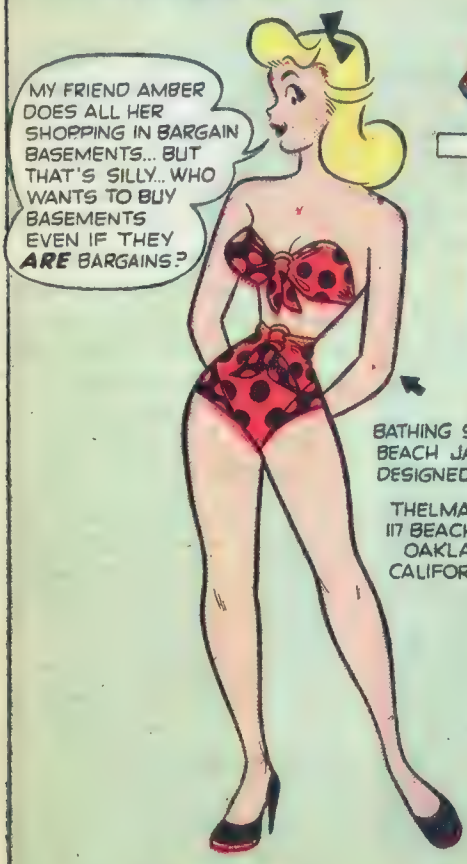
"Yes, darling," he said, coming over close to my bed. "It began as a plan to give you confidence in yourself, because your Mother said you'd given up hope. But then time passed by, and I fell in love with you, and with the help of Doctor Cablin, I decided to take a chance on our happiness before telling you the truth about me. I could never marry you with your believing I was blind. You aren't angry with me, are you Meg, darling?"

"Angry, Tom!" I cried. "How could I be anything except the happiest girl in the world!"

And I was. I realized how wrong I had been to give up all hope of happiness and shut myself so completely away from the world. Tom taught me that and, also, how wonderful faith can really be.

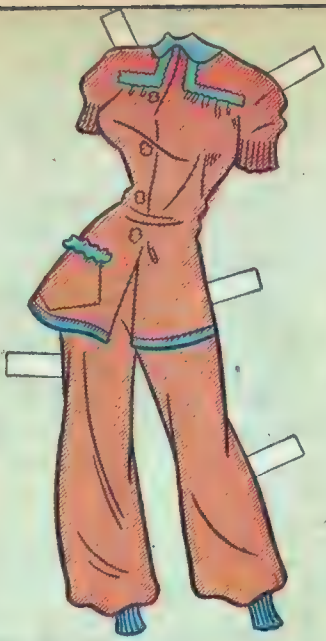
THE END

IRMA'S FASHIONS



PAJAMA SUIT DESIGNED BY

NATALIE FRANK
17 WALNUT STREET,
MOBILE, ALABAMA



EVENING GOWN DESIGNED BY

CLARA BROWN
182 ARCO PL.
BOISE,
IDAHO



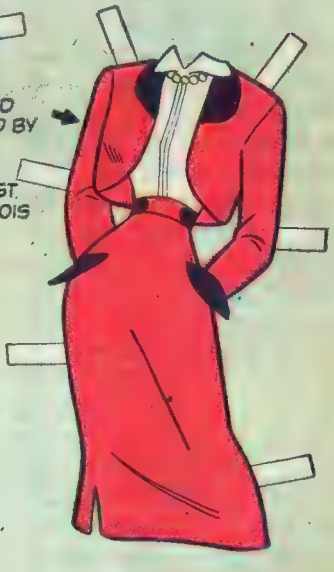
BATHING SUIT AND BEACH JACKET DESIGNED BY

THELMA BLAIR
117 BEACH ROAD
OAKLAND,
CALIFORNIA



BOLERO, BLOUSE, AND SKIRT DESIGNED BY

HELEN MARKS
19 DEARBORN ST.
CHICAGO, ILLINOIS





SUIT AND SHORT COAT DESIGNED BY JINNY GLEBA
430 MANDEVILLE
UTICA, NEW YORK

BECOME A MEMBER OF IRMA'S FASHION CLUB!

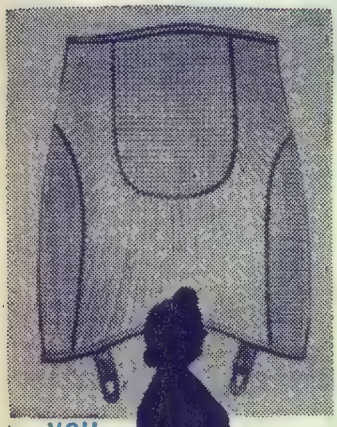
SEND YOUR NEW FASHION IDEAS TO
"MY FRIEND IRMA"
FASHION CLUB
SUITE 1404
350 5TH AVE.
NEW YORK (1) N.Y.

NEW! NONE OTHER LIKE IT!

LOOK SLIMMER, more YOUTHFUL

REDUCE your appearance INSTANTLY!

The Tranzform* Girdle *must* be the best girdle you ever wore . . . you *must* feel more comfortable . . . you *must* look younger . . . your shape must be noticeably improved . . . *or we don't want a penny of your money.*



NEW! No other girdle or supporter belt like it

We know that you've probably tried other girdles in the hope that you'd eventually find the right one. But this we promise you. NO OTHER GIRDLE CAN DO FOR YOU MORE THAN THE TRANZFORM DOES. No other girdle or supporter belt offers you more bulge control . . . safely, scientifically. No other girdle can compare with the miracle working Bulgemaster* feature.

WHAT IS THE BULGE-MASTER FEATURE?

The Bulgemaster pads are special inset panels of sheet rubber, covered with cotton jersey. They absorb the excess perspiration from the balanced pressure against the muscles and fatty tissues of your stomach, waist, hips, and thighs.

ONLY 100% DUPONT NYLON STITCHING

is used on the Bulgemaster panels. Special pin point perforation allows air to circulate for your added comfort.

MAGIC INSET CONTROL ... THE INSIDE STORY

Magic insets do the trick. They control in complete comfort, guaranteeing healthful, lasting support. They lift and flatten the tummy, slim down the waist, trim the hips, eliminate the "spare tire" waistline roll.

These magic inset panels are cleverly designed with diagonal control-stretch. They create the balanced pressure that gives each bulge the exact amount of restraint it requires.

No bones—No buckles—No steels —No laces—No adjustments

Let the Tranzform be your undercover agent for a more beautiful figure—the slimmer, trimmer figure that invites romance.

STOUT WOMEN *We Can Fit You, Too!*
Sizes up to 50 waist, 60 hips

TRANZFORM, INC.,
15 East 16 St., New York 3



YOU ACTUALLY APPEAR SLIMMER At Once!

With no other help than the Bulgemaster Magic Inset Control Panels, the Tranzform

- Takes inches off tummy —raises abdomen and keeps it in
- Brings in waist
- Makes spreading hiplines conform to firm beauty
- Smoothes and slims thighs
- Makes your clothes fit beautifully

*T. M. Reg. U. S. Pat. Off.
*Pat. App. for, U. S. Pat. Off.

PROOF!

Read what satisfied wearers say:

"This is my second order. I sure like it fine. They are wonderful supports for a large stomach."
—Mrs. E. H., Tenn.

"My sister is wearing one of your girdles and is so pleased with it I would also like to have one."
—Mrs. R. C., New Jersey

"Your Tranzform garment seems to hold me in better than any other garment I have ever worn. I am delighted with it. Just as you say, your clothes fit better. This garment with the inner set-in front and hips certainly does a lot. Have never had any luck with any other garments. Thought I had to wear steels and laced fronts, but thanks to Tranzform I am doing a lot of advertising among my friends."
—Miss M. S., Mass.

"I actually look forward to putting on my Tranzform every afternoon."
—Mrs. S. B., New Jersey

"I ordered a Tranzform girdle from you. I like it so well and I want to order another one."
—M. K., Penna.

Money-Back Guarantee 10-DAY TRIAL OFFER

Wear the Tranzform for 10 days at our risk. We'll send it on approval. The Tranzform must do all we claim or return it in 10 days and we'll send your $4.98 right back. We take all the risk because we know that even though you may have tried many other girdles, you haven't tried the best until you've worn a Tranzform.

4.98

WHY DIET? TRY IT! takes inches off your bulge-line!

MAIL THIS COUPON NOW!

SEND NO MONEY

Tranzform, Inc., Dept. TS, 15 E. 16th St., New York 3

Rush my Tranzform with wonder-working Bulgemaster at once. On delivery I will pay postman $4.98 plus postage. (Extra large size, waist 35-50 or hips 44-60, $6.98.) I must be satisfied or I will return the Tranzform in 10 days for full purchase price refund.

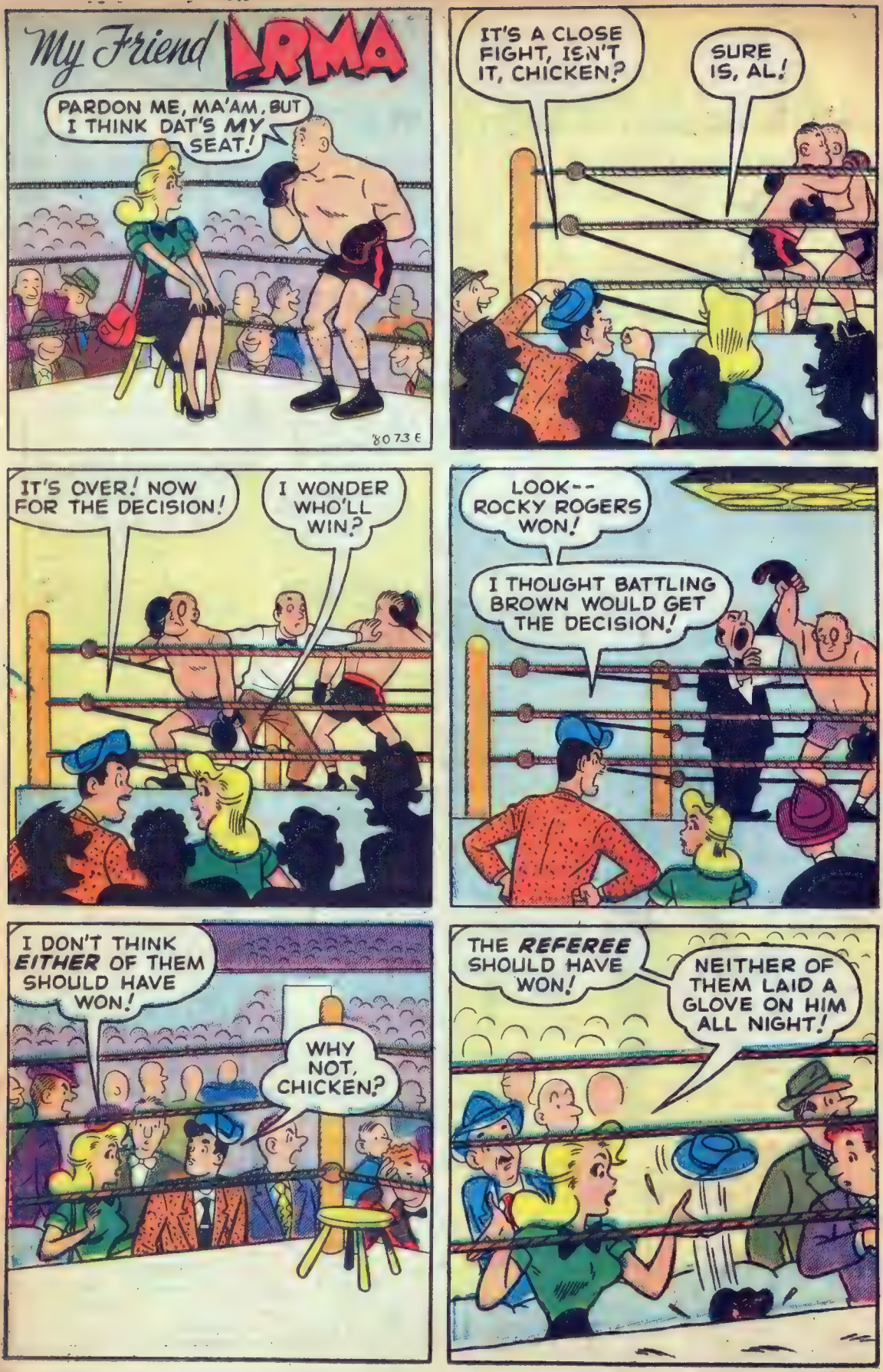
Waist size..... Hips..... Height.....

NAME .....

ADDRESS .....

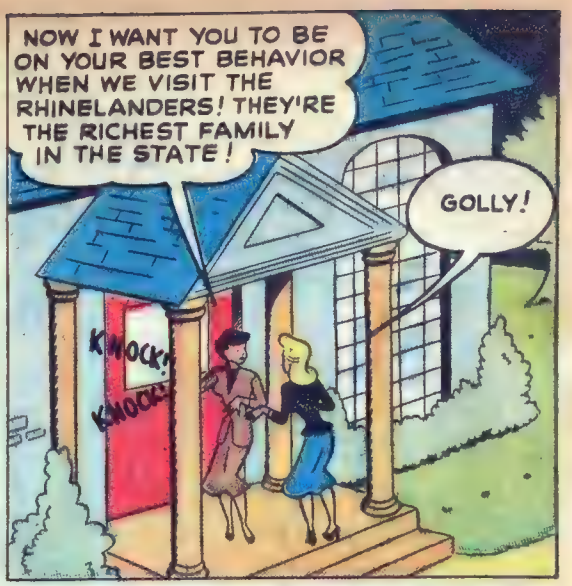
CITY..... ZONE..... STATE.....

☐ Check here if you are enclosing money with order to save C.O.D. handling charge. Free Trial and refund guarantee.

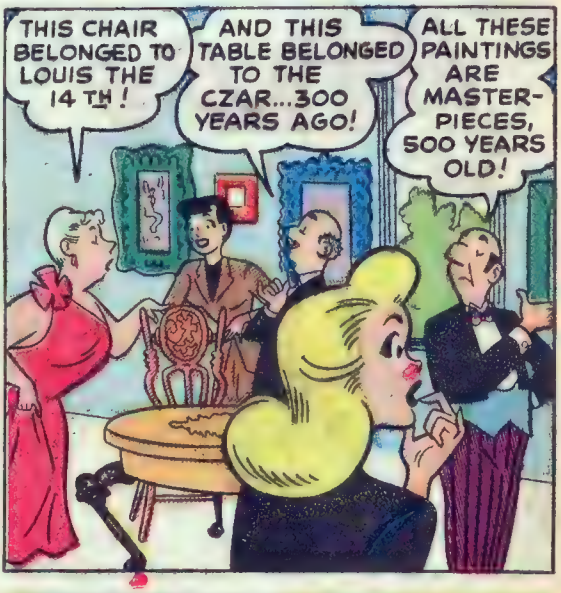

My Friend IRMA
PARDON ME, MA'AM, BUT I THINK DAT'S MY SEAT!
8073 E
IT'S A CLOSE FIGHT, ISN'T IT, CHICKEN?
SURE IS, AL!
IT'S OVER! NOW FOR THE DECISION!
I WONDER WHO'LL WIN?
LOOK-- ROCKY ROGERS WON!
I THOUGHT BATTLING BROWN WOULD GET THE DECISION!
I DON'T THINK EITHER OF THEM SHOULD HAVE WON!
WHY NOT, CHICKEN?
THE REFEREE SHOULD HAVE WON!
NEITHER OF THEM LAID A GLOVE ON HIM ALL NIGHT!

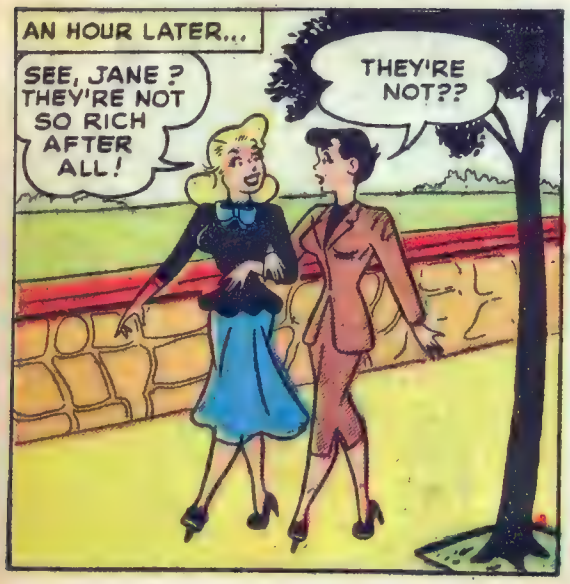

My Friend
IRMA
SCARED, IRMA?
YES!
8213-D
HELP!
EEK!
LEMME OUT!
STOP THE CAR! I GIVE UP!!!
SAVE ME!
IRMA...THE RIDE'S OVER...YOU CAN GET OUT NOW!
25¢
ROLLER COASTER
LET'S DO IT AGAIN, AL... IT WAS FUN!
!


My Friend IRMA
JANE AND I HAVE TO PAY A VISIT! I HOPE IT WON'T BE EXPENSIVE!
8073-D


NOW I WANT YOU TO BE ON YOUR BEST BEHAVIOR WHEN WE VISIT THE RHINELANDERS! THEY'RE THE RICHEST FAMILY IN THE STATE!
GOLLY!
KNOCK!
KNOCK!


COME IN, MY DEARS!
HELLO... OH, WHAT BEAUTIFUL FURNITURE!
DO YOU LIKE IT? IT'S 300 YEARS OLD!
GEE!


THIS CHAIR BELONGED TO LOUIS THE 14 TH!
AND THIS TABLE BELONGED TO THE CZAR...300 YEARS AGO!
ALL THESE PAINTINGS ARE MASTER-PIECES, 500 YEARS OLD!


AN HOUR LATER...
SEE, JANE? THEY'RE NOT SO RICH AFTER ALL!
THEY'RE NOT??


OF COURSE NOT... THEY HAVEN'T EVEN BOUGHT A NEW PIECE OF FURNITURE IN 300 YEARS!
!

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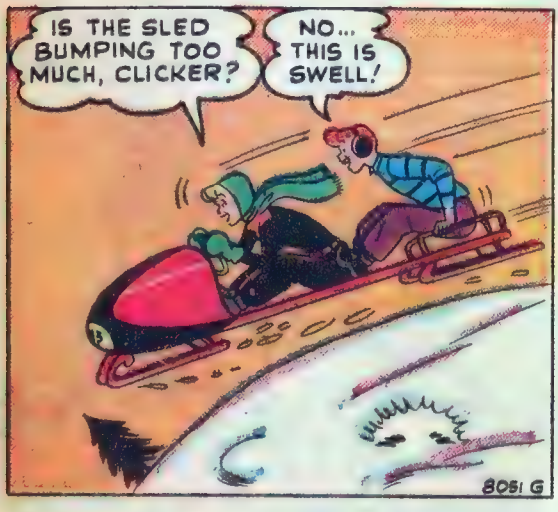
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MILLIE THE MODEL
I CAN'T WAIT TO ENTER THE FINALS OF THE BEAUTY CONTEST!
BEA
CON
IF THAT'S THE ONLY GIRL WHO'S LEFT BESIDES ME, I OUGHTTA WIN THIS CONTEST EASILY!
MILLIE, FORGET ABOUT THE CONTEST! YOU HAVEN'T GOT A CHANCE!
WHAT?
DON'T BE SILLY! I CAN'T LOSE! HAVE YOU SEEN THE OTHER CONTESTANT?
YES, BUT...
...HAVE YOU SEEN THE JUDGE?
THIS WON'T TAKE LONG, DEAR-- SO DON'T BE IMPATIENT!
HURRY, BECAUSE I WANT TO GET HOME EARLY TONIGHT, DAD!
JUDGE
MISS CONEY ISLAND

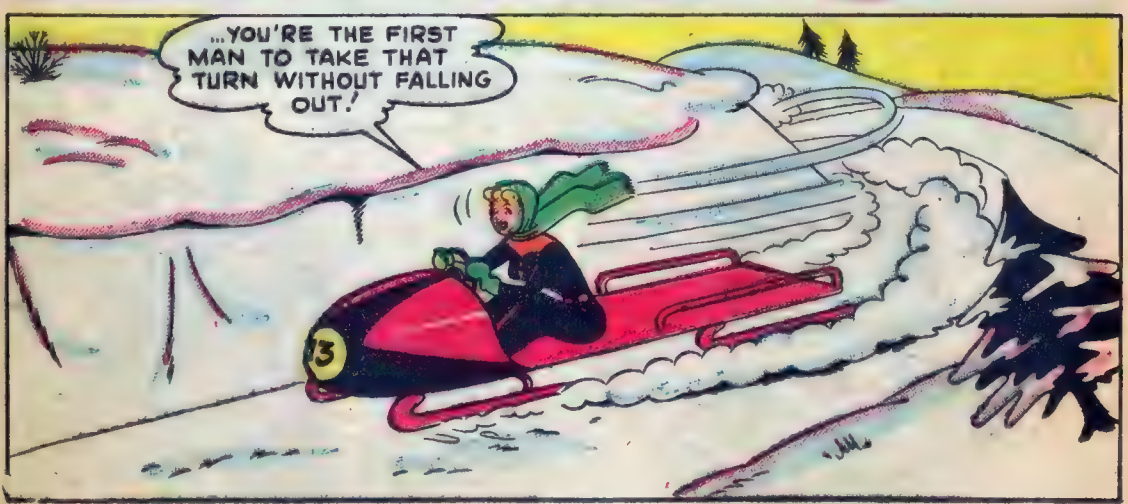
MILLIE THE MODEL



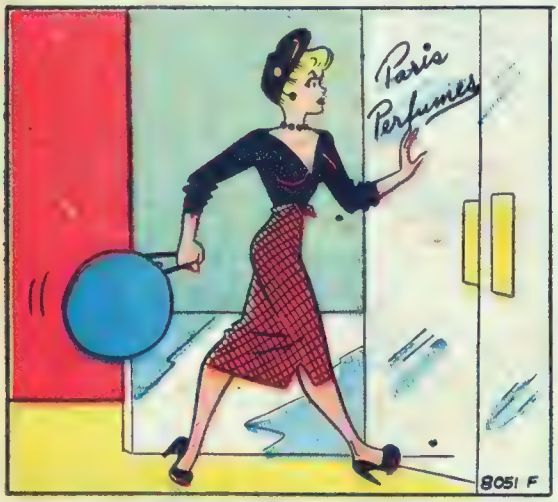








MILLIE THE MODEL

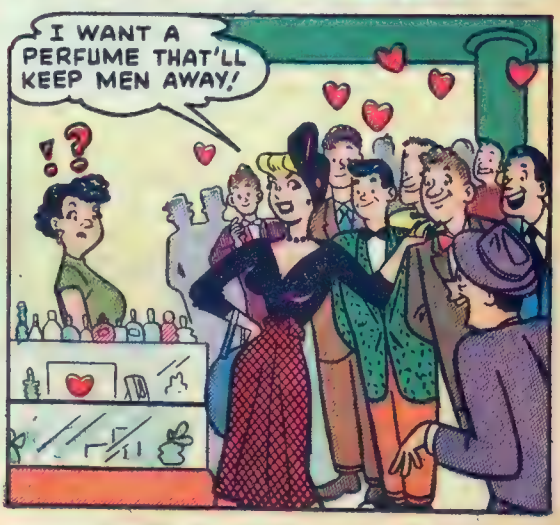













MILLIE THE MODEL
WOWEE! LOOK AT THAT!!
DRUG
SALE
I'M GONNA BUY ONE OF THOSE RAZORS, MILLIE! WHAT CAN I LOSE?
YOUR MONEY BACK IF THIS RAZOR DOESN'T GIVE YOU THE BEST SHAVE!
THE NEXT DAY...
HOW WAS THE RAZOR, CLICKER?
AWFUL...I'M GOIN' IN TO GET MY MONEY BACK!
GOOD LUCK!
DRUGS
SALE
DID YOU GET YOUR MONEY BACK?
NO...THE SALESMAN TOLD ME I HAD FORGOTTEN SOMETHING...
DRUGS
...HE SAID IT SHAVES MUCH BETTER IF YOU PUT A BLADE IN IT!
!


MILLIE THE MODEL
HERE COMES THE DOWNTOWN TRAIN!
SO I SEE!
IT'S AWFULLY CROWDED-- BUT DON'T WORRY, I'LL FIND A WAY TO GET YOU ABOARD!
YOU DON'T HAVE TO BOTHER!
NO BOTHER AT ALL, BEAUTIFUL!
COME ON, FOLKS... ONE SIDE-- MAKE WAY!
WELL, YOU'RE ON! WADDAYA LOOKING SO UNHAPPY FOR? IT'S NOT EASY TO SQUEEZE INTO A DOWNTOWN TRAIN!
I KNOW...
...BUT I WAS GOING UP-TOWN!
DOWNTOWN

HAVE A SLIMMER, YOUTHFUL, FEMININE APPEARANCE INSTANTLY!



No other girdle or supporter belt has more hold in power! The Up-Lift Adjust-O-Belt is the newest, most comfortable girdle I ever had.

REDUCE

YOUR APPEARANCE! LOOK AND FEEL LIKE SIXTEEN AGAIN!

Don't look old before your time. Do as thousands of others do, wear a comfortable, new and improved UP-LIFT ADJUST-O-BELT! The UP-LIFT ADJUST-O-BELT with the amazing new *adjustable* front panel controls your figure the way *you* want it, with added support where *you need it most.* Simply adjust the laces and *PRESTO your mid section is reshaped*, your back is *braced* and you look and feel *younger!*

MORE UP-LIFT AND HOLD-IN POWER!



The UP-LIFT ADJUST-O-BELT takes weight off tired feet and gives you a more alluring, more daringly feminine, curvaceous figure the instant you put it on. It gives you lovely curves just in the *right places*, with no unwanted bulges in the wrong ones. It whittles your waist line to *nothingness* no matter what shape you may now have. *It's easily adjusted—always comfortable!*

TEST THE ADJUST-O-BELT UP-LIFT PRINCIPLE WITH YOUR OWN HANDS!

Clasp your hands over your *abdomen, press* upwards and in gently, *but firmly.* You feel better don't you! That's just what the UP-LIFT ADJUST-O-BELT does for you only the ADJUST-O-BELT does it better. *Mail Coupon and test it at home for 10 days FREE at our expense!*

APPEAR SLIMMER, AND FEEL BETTER!



You will look like and feel like this beautiful model in your new and improved Up-Lift Adjust-O-Belt.

The UP-LIFT ADJUST-O-BELT lifts and flattens unsightly bulges, comfortably, quickly, firmly. It *readjusts* easily to changes in your figure, yet no laces touch your body. It gives instant *slenderizing figure control.* It fashionably shapes your figure to its slimmest lines. *Like magic the UP-LIFT ADJUST-O-BELT* obeys your every wish. *Pounds and inches* seem to disappear instantly from waist, hips and thighs. You can adjust it to your slimmed down figure as your figure changes. It gives the same fit and comfort you get from a made to order girdle costing 2 to 3 times the price. It washes like a dream. Style: Panty and regular. Colors: nude and white. It's made of the finest stretch material used in any girdle with a pure satin front panel and made by the most skilled craftsmen. It's light in weight but powerfully strong.

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ONLY $4.98

Money-Back Guarantee With A 10-Day FREE TRIAL

If the UP-LIFT ADJUST-O-BELT isn't better than any supporter you ever had, if *You* don't feel more comfortable, if you don't look and feel younger, if your shape isn't 100% IMPROVED, if you are not delighted with it, return it and your money will be refunded in full.

FREE: "SECRETS OF LOVELINESS" booklet tells how to take advantage of correct choice of clothes, proper use of make-up and other secrets to help you look years younger, pounds and inches slimmer, will be included FREE with your order.

SEND NO MONEY

ADJUST-O-BELT CO., Dept 198
318 Market St., Newark, New Jersey

Rush your new and improved UP-LIFT ADJUST-O-BELT for $4.98 in size and style checked. ☐ Regular. ☐ Panty. My height is ..... feet ..... inches.
CHECK SIZE: ☐ Sm. (25-26); ☐ Med. (27-28); ☐ Lg. (29-30); ☐ XL (31-32); ☐ XXL (34-36); ☐ XXXL (38-40); ☐ XXXXL (42-44); ☐ 5x (46-48).
☐ I will pay postman $4.98 plus postage.
☐ I enclose $5.00 cash, check or money order, send postage prepaid. (I save up to 79c postage.)

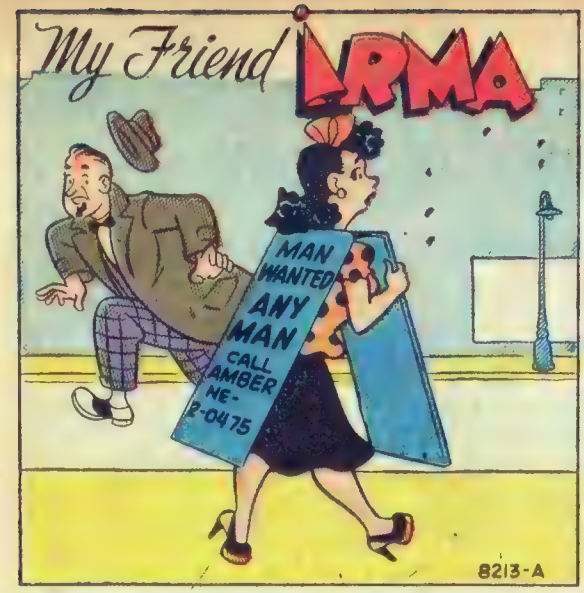
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ADDRESS.....

CITY.....ZONE.....STATE.....

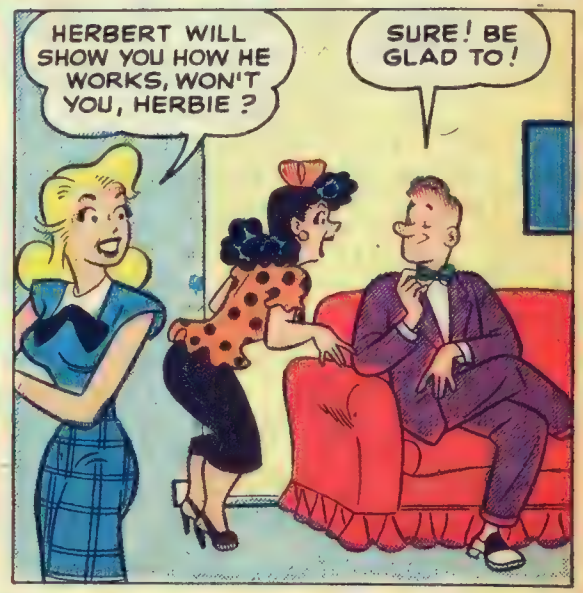
I understand if not delighted with the UP-LIFT ADJUST-O-BELT I can return it in 10 days for full purchase price refund.

SENT ON APPROVAL

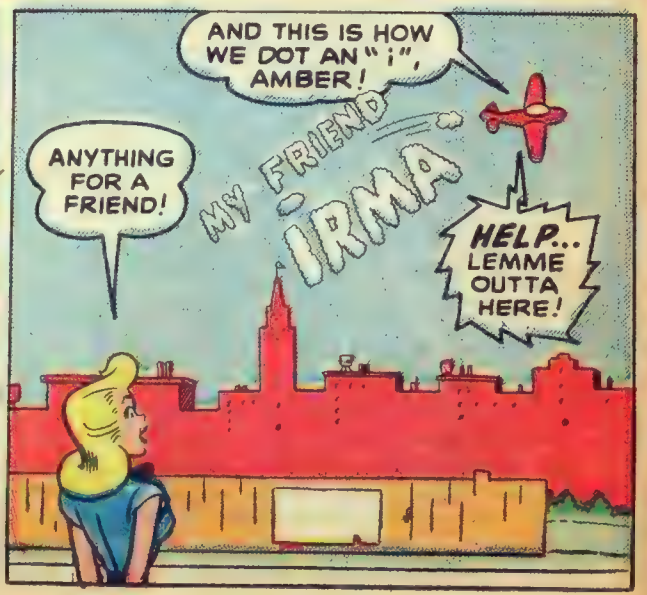

My Friend IRMA
MAN WANTED
ANY MAN
CALL AMBER NE-2-0475
8213-A


THIS IS MY COUSIN HERBERT, AMBER... HE'S A WRITER!
A WRITER! HOW ROMANTIC!
HI!

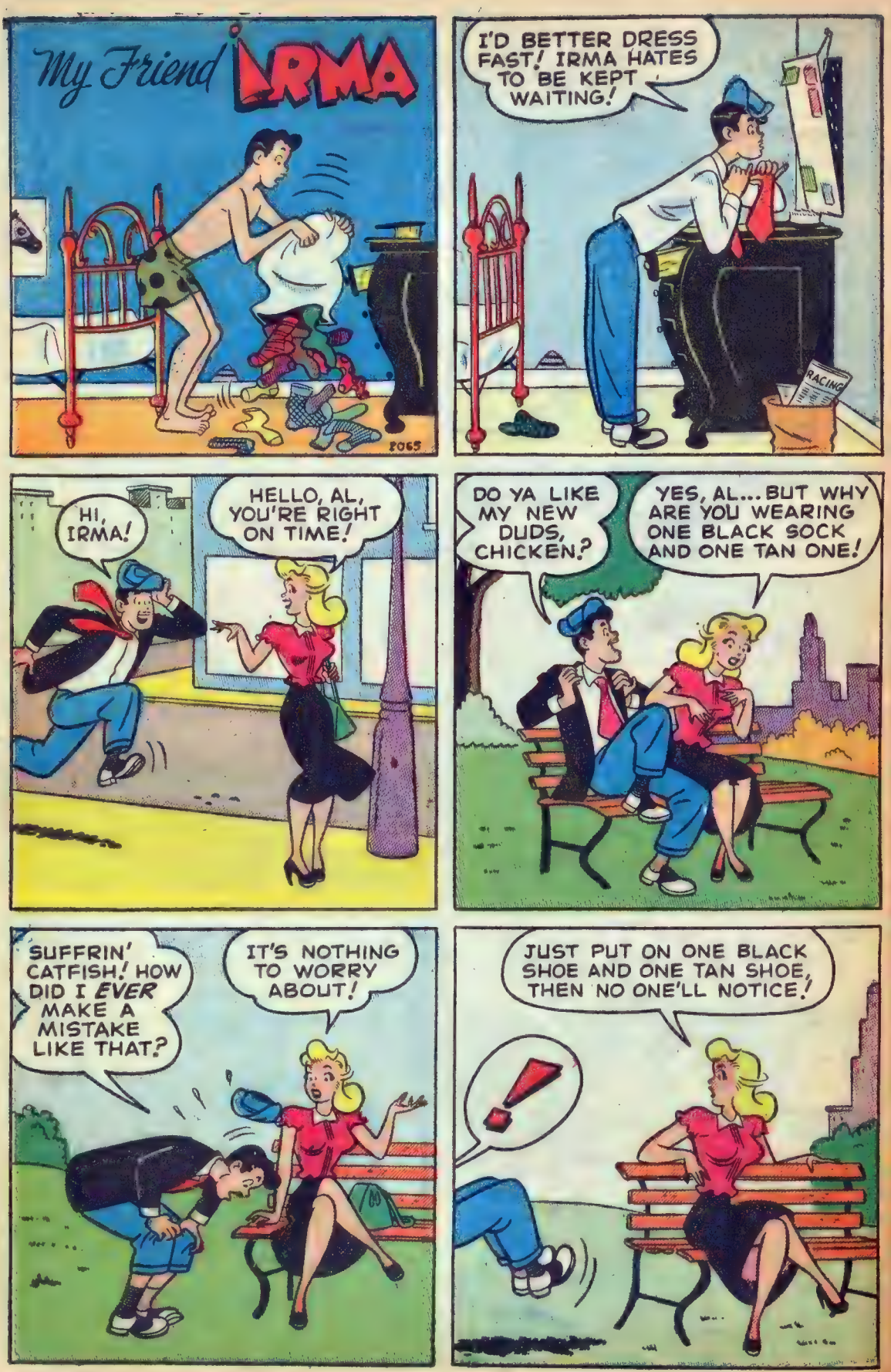

I ALWAYS WANTED TO WATCH A WRITER WOIK... IT MUST BE FASCINATING!


HERBERT WILL SHOW YOU HOW HE WORKS, WON'T YOU, HERBIE?
SURE! BE GLAD TO!

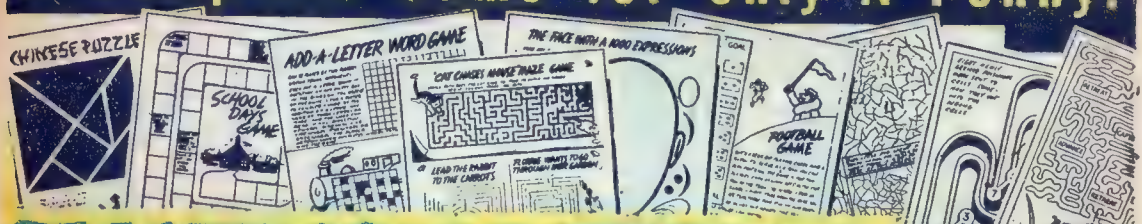

OIMA... I'LL NEVER FORGET YOU FOR THIS!
THINK NOTHING OF IT, AMBER!


AND THIS IS HOW WE DOT AN "i", AMBER!
ANYTHING FOR A FRIEND!
MY FRIEND IRMA
HELP... LEMME OUTTA HERE!


My Friend IRMA
OKAY, CHICKEN... I'LL BE RIGHT OVER!
8073 B
DO YOU LIKE TELEVISION, CHICKEN?
LOVE IT, AL!
IT'S SO RELAXING!
MMM... YES!
AND SO INEXPENSIVE!
YOU CAN SAY THAT AGAIN, CHICKEN!
NOTHING COULD MAKE THIS EVENING MORE ENJOYABLE!
I CAN THINK OF ONE LITTLE THING, AL...
...IT MIGHT BE EVEN BETTER IF WE TURNED THE SET ON!


My Friend IRMA
I'D BETTER DRESS FAST! IRMA HATES TO BE KEPT WAITING!
RACING
HI, IRMA!
HELLO, AL, YOU'RE RIGHT ON TIME!
DO YA LIKE MY NEW DUDS, CHICKEN?
YES, AL... BUT WHY ARE YOU WEARING ONE BLACK SOCK AND ONE TAN ONE!
SUFFRIN' CATFISH! HOW DID I EVER MAKE A MISTAKE LIKE THAT?
IT'S NOTHING TO WORRY ABOUT!
JUST PUT ON ONE BLACK SHOE AND ONE TAN SHOE, THEN NO ONE'LL NOTICE!
!

A Complete Game for only A Penny!



GIANT COLLECTION of 100 GAMES

An Avalanche of Games — Each Game Is Separate
Each Game Is Complete with Instructions for Play

Here's one of the greatest plaything offers of all time! 100 GAMES — of every conceivable kind — at a price so amazingly low as to be almost a gift! No longer do you have to pay $1.00 or $2.00 and more for a single game. No longer do you have to pay for a fancy box and some cardboard. Here is REAL VALUE!

1001 HOURS OF FUN AND PLEASURE FOR THE WHOLE FAMILY

Here are games — which the youngest can play alone — and games which the whole family can play for an evening of fun. Games to while away a rainy afternoon — to entertain a Boy Scout Troop — to play while traveling — while sick in bed. Indoors and table games — outdoors and action games — games to play with checkers, marbles, pencils, paper, buttons, markers — games of chance and skill — party ice-breakers and games to keep a party going — puzzle games and tricks with cards, coins, matches — handicrafts and hobbies — fun with paper, pencil, string — and there is still much more. EACH GAME IS SEPARATE — EACH GAME IS COMPLETE even to directions for play!

All Yours for only $1



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Battle
Crossword Puzzles
Treasure Hunt
Hare and Hounds
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Paper Folding
Face with 1000 Expressions
Bing-Bang
Chinese Fan Tan
Horse Racing Game
Fortune Telling Game
Add-a-letter
Fox and Geese
Authors
Marble Board Game
Hunting Wild Animals
Cowboy and Indians
Eight Men Puzzle
Maze Games
and many, many more exciting games!



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WE GUARANTEE this "Giant Packet of 100 GAMES" to be just as represented and to be a *tremendous bargain* — or your money will be cheerfully refunded! But hurry and mail your order. We may not be able to make this offer again! Enclose only $1.00 with your order and we pay postage — or, if you prefer, sent C.O.D. plus postage. If not delighted return for money back. Rush coupon TODAY!

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HOMECRAFTS, Dept. M
799 Broadway, New York 3, N. Y..

Please rush GIANT COLLECTION OF 100 GAMES. If not delighted can return for money back.

☐ I enclose $1.00. Send postage paid.
☐ Sent C.O.D. plus shipping charges.

Name .....

Address .....

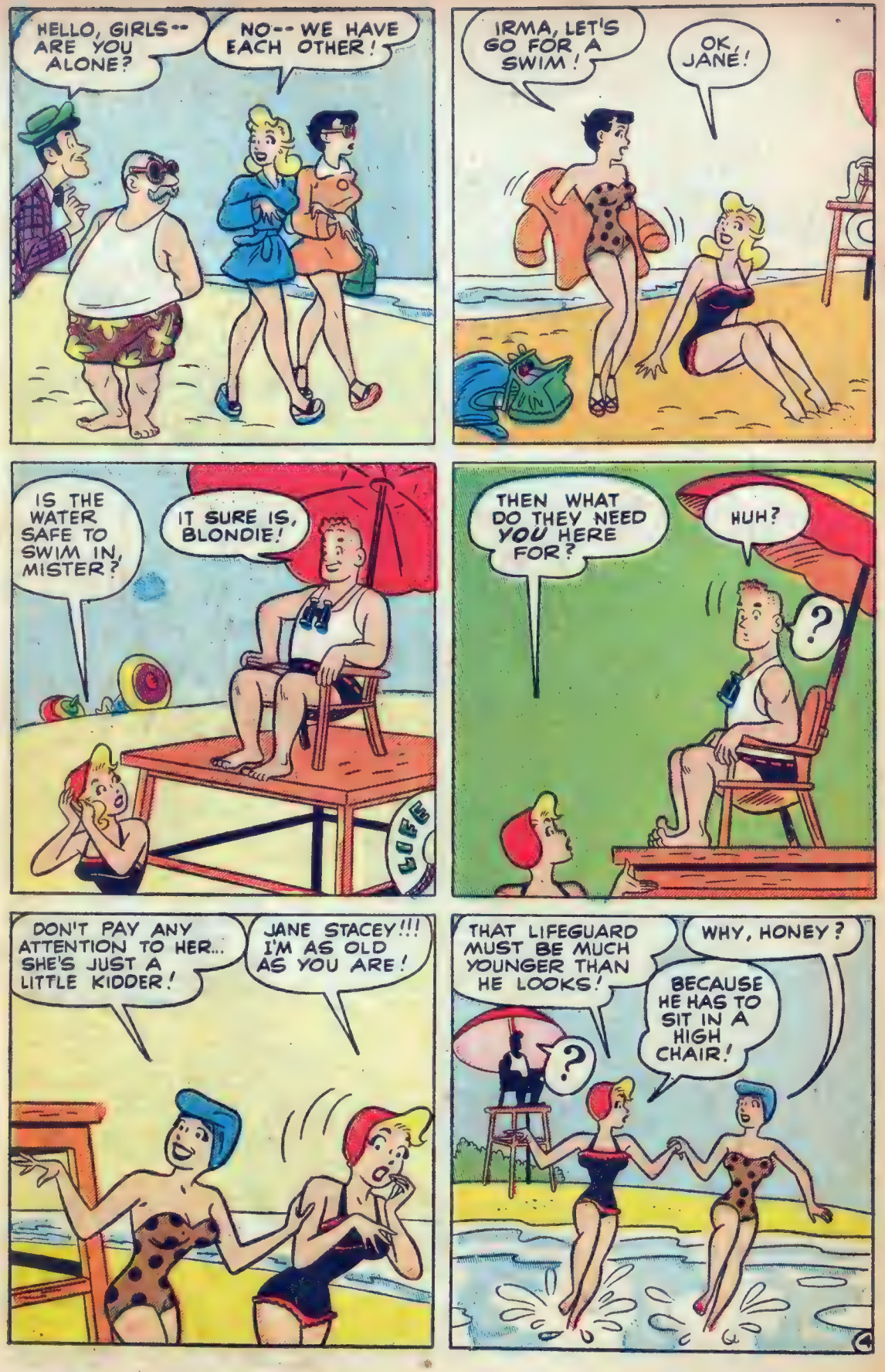
City..... Zone.... State.....


My Friend IRMA
RING!
8213-C
HELLO, JANE! YOU LOOK TIRED!
I AM!
WHAT DID YOU DO THIS AFTERNOON?
OH, NOTHING MUCH...
... I JUST SPENT 3 HOURS WINDOW SHOPPING! (YAWN!)
3 HOURS WINDOW SHOPPING!
HAH! HAH! HOW SILLY!
SILLY? WHAT'S SILLY ABOUT IT?
YOU KNOW PERFECTLY WELL THAT WE DON'T NEED ANY WINDOWS!
!


My Friend IRMA
"THE SUNNY SOUTH"
IRMA! GUESS WHAT! MY BOSS GAVE ME A VACATION!
I HOPE IT'S THE RIGHT SIZE!
CHICKEN! A VACATION IS SOMETHING YOU GET AFTER YOU'VE BEEN WORKING HARD!
by Stan Lee
8227
HOW WOULD YOU KNOW?
I READ IT IN A BOOK!
JAM
I THINK I'LL FLY TO FLORIDA AND SWIM IN THE SUN ALL DAY!
WHY NOT SWIM IN THE WATER LIKE EVERYONE ELSE?

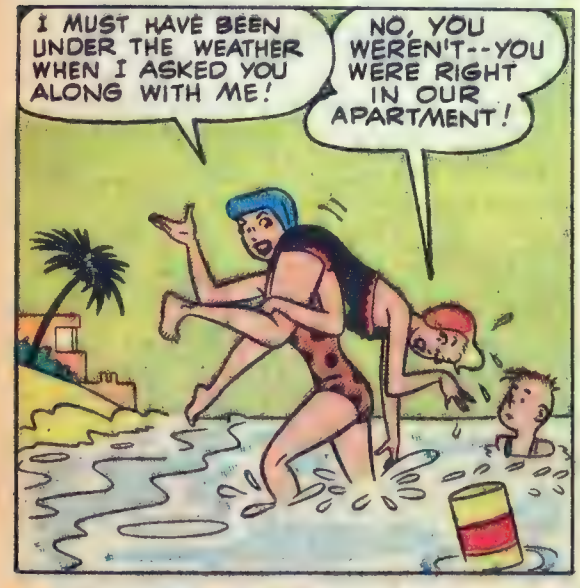

IRMA, WHY DON'T YOU ASK YOUR BOSS FOR A VACATION? THEN WE COULD GO AWAY TOGETHER!
GOLLY! I DIDN'T THINK HE WAS YOUR TYPE!
A FEW DAYS LATER...
HERE WE ARE, IRMA! DID YOU ENJOY THE FLIGHT?
NO... WHO WON?
LET'S REGISTER AT A HOTEL AND CHANGE CLOTHES!
OK -- BUT I DON'T THINK MINE'LL FIT YOU!
GOOD AFTERNOON! WHAT CAN I DO FOR YOU?
WE'D LIKE TO REGISTER FOR A WEEK!
I SEE -- WOULD YOU LIKE A SUITE?
NO, THANKS... THEY'RE TOO FATTENING!
GEE, EVERYONE'S SO FRIENDLY HERE!
ARE YOU HER GUARDIAN, MADAM?
NOT EXACTLY...
2

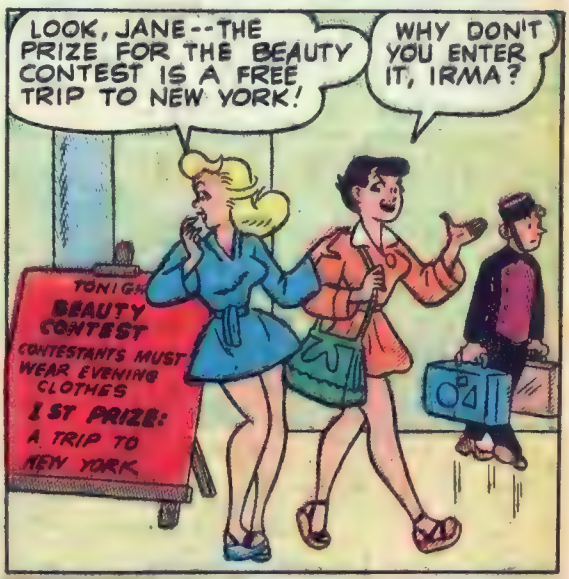

HERE'S A LOVELY ROOM WITH A VERANDA!
CAN'T WE HAVE ONE BY OURSELVES?
IRMA!
THIS'LL DO! THANK YOU!
VERY WELL, MADAM!
IRMA-- GIVE THE GENTLEMAN A TIP!
OK-- "LATE AGAIN," IN THE FIFTH RACE AT JAMAICA!
!
IF SHE GETS VIOLENT JUST PHONE ME AND I'LL SEND UP AN ATTENDANT!
AN HOUR LATER...
LOOK, JANE... THERE'S GONNA BE A BEAUTY CONTEST TONIGHT!
TONIGHT
BEAUTY CONTEST
ALL CONTESTANTS MUST APPEAR IN EVENING CLOTHES
IT'LL BE FUN TO WATCH THIS BEAUTY CONTEST!
GEE, ISN'T THIS VACATION EXCITING?


HELLO, GIRLS-- ARE YOU ALONE?
NO-- WE HAVE EACH OTHER!
IRMA, LET'S GO FOR A SWIM!
OK, JANE!
IS THE WATER SAFE TO SWIM IN, MISTER?
IT SURE IS, BLONDIE!
LIFE
THEN WHAT DO THEY NEED YOU HERE FOR?
HUH?
?
DON'T PAY ANY ATTENTION TO HER... SHE'S JUST A LITTLE KIDDER!
JANE STACEY!!! I'M AS OLD AS YOU ARE!
THAT LIFEGUARD MUST BE MUCH YOUNGER THAN HE LOOKS!
WHY, HONEY?
BECAUSE HE HAS TO SIT IN A HIGH CHAIR!
?


ISN'T IT WONDERFUL HOW I CAN STAY IN THIS DEEP WATER?
WHAT'S WONDERFUL ABOUT IT? I CAN, TOO!


BUT I CAN'T SWIM!


I MUST HAVE BEEN UNDER THE WEATHER WHEN I ASKED YOU ALONG WITH ME!
NO, YOU WEREN'T--YOU WERE RIGHT IN OUR APARTMENT!


LOOK, JANE--THE PRIZE FOR THE BEAUTY CONTEST IS A FREE TRIP TO NEW YORK!
WHY DON'T YOU ENTER IT, IRMA?
BEAUTY CONTEST
CONTESTANTS MUST WEAR EVENING CLOTHES
1 ST PRIZE:
A TRIP TO NEW YORK


GEE-- I THINK I WILL!
NOT YOU AGAIN!


THAT NIGHT...
HERE ARE ALL OUR CONTESTANTS EXCEPT ONE!
I WONDER WHERE IRMA IS?



SUBSCRIBE NOW! $1.00 FOR NEXT 12 ISSUES! MY FRIEND IRMA SUITE 1404 350 5TH AVE. NEW YORK CITY 10

WE GUARANTEE TO SAVE YOU MONEY!

YOUR MONEY BACK QUICK IF YOU CAN BUY FOR LESS ELSEWHERE



The Champion
Super Special Quality – a sure winner! Amazing! Real massive, manly! Solid Gold Color effect. Big pseudo Diamond in centre flanked by 2 others 4.98



The Ritz
Large 1 Karat Stone – real sparkle! Very low priced for quick sales. Refined, impressive, smooth. Men – get this handsome ring now! Bargain! 1.98



Commando "5"
5 big, impressive Pseudo Diamonds of fiery brilliancy. Extra-heavy weight, natural Gold color, with $750.00 appearance. Manly! Commands respect! 3.55

SHOCK RESIST WATCH FOR ACTIVE MEN



BANG IT! DROP IT! THROW IT!

NOW 7.97

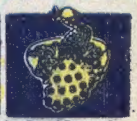
The special, patented PROTEKT-O-BALANCE feature every active man and boy has waited for. Now you can DROP IT, BANG IT, HIT IT and never worry. UNLIMITED GUARANTEE EXCLUSIVE OF PARTS – You never pay one red cent for skilled labor costs! Accurate Swiss jewel movement! Red Sweep Second Hand! Numerals glow at night. Rich looking silver color case. Unbreakable crystal. Modern design! Supply limited due to international crisis. Get yours NOW while you can. Special price 7.97



Double Cluster
Enchanting ring for smart ladies. 20 small Pseudo Diamonds imported from Europe are hand set in twin clusters. Very feminine . . . dainty . . . refined! Only . . 2.94



Loyale Wedding Set
10 glistening brilliants to resemble diamonds featured in Loyale Wedding Ring set. Gorgeous gold color . . . fashionable! Compare! Both rings 2.94



Royal Peacock
15 Rhinestones in blazing rainbow hues: Ruby-red, Emerald-green, Sapphire-blue and Diamond-white colors. Exquisitely designed, so dainty! . . . 1.98

"ETERNAL LOVE"

Engagement and Wedding Ring Set



Something special and very pretty! Imagine—12 sparkling Pseudo Diamonds, imported from Europe, set in a gorgeous Engagement and Wedding Ring Set! . . . NATURAL GOLD color, exquisite design. Your price for both—4.88. Yet they look like $750.00 and more! They sparkle a thousand rays of light! Enjoy a LIFETIME!

TRY AT OUR RISK!

You can't lose a penny. Try this gorgeous ETERNAL LOVE set at our risk. If not satisfied, we will return the price at once. Don't delay. Order a set today. Don't lose this opportunity. Remember—BOTH rings are yours for only 4.88. MAIL THE COUPON NOW.

"THE ELDORADO"

Men's Distinctive Watch



"ELDORADO" – the watch for active men – last word in smart styling! Sparkling Pseudo Diamonds and Rubies set around the dial. Solid Gold color effect, chromed back. Unbreakable crystal. Luminous hands. Large sweep-Second hand. Rugged case, built to take the "goff." Imported Swiss movement gives dependable service. UNLIMITED GUARANTEE EXCLUSIVE OF PARTS – never a penny for skilled labor cost! Formerly 24.95. Special SALE PRICE, only 9.99—not a penny more. 10 DAY FREE TRIAL. Your money back quick if not delighted. RUSH COUPON NOW!

NOW 9.99



Genuine DIAMOND Locket
TERRIFIC VALUE! While they last, you can have this glamorous DIAMOND LOCKET at an unbelievably low price! Rich, solid gold color effect, gorgeous design. Has special frames inside for two photographs of loved ones! Complete with chain, yours for 2.95



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18 dazzling brilliants made to look like precious diamonds. They sparkle with a 1000 rays of light at parties, winning attention and admiration. Stylish starlight design, fabulous Hollywood appearance. Add glamour to your ensemble! Satisfaction guaranteed or money back! Only 1.69

FREE

10 DAY TRIAL AT HOME

Pictures and words can't do justice to the wonderful quality of our merchandise. So we allow you 10 whole days to see, try, enjoy any article – right in your own home – without risk! FULL PRICE BACK QUICK if not thrilled! Write desired articles in coupon and rush at once! Pay price, plus postage, on delivery. Enjoy 10 days at OUR risk! It pays to deal with this reliable company.



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Complete 3-piece outfit for cutting hair at home. Set includes: Hair Clippers, Tapered Barber Comb and Scissors, and easy directions. Saves time and money for the whole family. Special low price for 3 pieces, all for 2.90



TINY NITE LAMP
Less than 4 inches tall! Has own powerful battery current—no plug-in needed. Press switch to light. Ideal for nursery, bedroom and during storms. Beautiful, jewel-like appearance. Complete with dainty shade and tiny bulb. 98¢

Men's INITIAL Ring



Your own INITIAL in Raised Gold color effect firmly set on a BLOOD-RED stone. Flanked by 2 sparkling Pseudo DIAMONDS imported from Europe. Ring made in 14 Karat Rolled Gold plate, very fashionably designed, rich in appearance.

WEAR IT WITH PRIDE!

Enjoy a lifetime . . . it's so handsomely masculine . . . so distinctive! Mention letter desired and send strip of paper for size. Bargain price 2.97

AMAZING WEATHER "ROSE"



Place near window – see color changes like magic! RED allegedly indicates rain, storms; BLUE – fair and sunny; PURPLE – changes coming! Amazes everyone! Beautiful, decorative Flower pot given. 98¢

2 IN 1 CASE & CIGARET LIGHTER



Slip your whole pack into this sleek, handsome, combination case and built-in, Sure-Fire Lighter. No more fumbling around for cigarettes or matches! Bargain price 1.94

Ladies' SPORTEX Watch

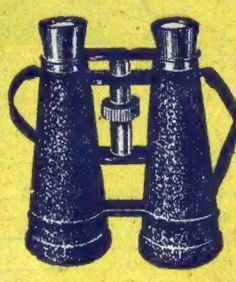
Special!



A sturdy, accurate watch with special jewel movement. Ideal for active women and girls, nurses, teachers, sportswomen, typists, housewives, etc. Case is dainty yet so sturdy! Has luminous hands and numbers for night reading. So feminine and petite, yet so accurate too! 10-Day MONEY BACK Guarantee and conditional free service certificate. Bargain price 7.98

7.97

BIG, POWERFUL SUPER FIELD GLASS



NOW you can own and enjoy Rocket's most POWERFUL and very BEST FIELD GLASS at a special LOW PRICE! Well made of rugged metals and has specially ground magnification lenses. Such TERRIFIC POWER you won't believe your eyes! Get an intimate view of nature . . . the sky at night . . . the birds, mountains, etc.

SO PLACES AND SEE THINGS!

Get a close-up of that neck-to-neck finish at the races, the flashing uppercut of the boxer, the quick pass down the football field, seashore scenes, etc. See what your neighbors are doing without being seen!

Special SALE price, only 2.94

Tear out and mail this COUPON

ROCKET WHOLESALE CO., Dept. 99E-100

131 West 33rd Street, New York 1, N. Y.

Gentlemen: Please rush the articles below. I will deposit price shown with mailman on arrival, plus postage. I will use and enjoy them for 10 days. Anytime I am not satisfied, you will return my money. (We prepay postage on cash orders).

NAME OF ARTICLE DESIRED	PRICE

NAME (Please print) _____

ADDRESS _____

TOWN _____ STATE _____

PLEASE! Send ring sizes on thin strip of paper wrapped around finger.

SPARKLE PLENTY

copyright Chicago Tribune

ISLANDER UKETTE

Pat. Pending

IT'S SPECIALLY DESIGNED FOR US KIDS! GET A UKETTE TODAY! WITH MY EXCITING INSTRUCTION COMIC BOOK YOU'LL LEARN HOW TO PLAY IN A JIFFY!

Here's new fun and education all in one. SPARKLE PLENTY, the comic kid made famous by Dick Tracy has adopted the "ISLANDER UKETTE." A real ukulele in every detail just like the professional size Maccaferri ISLANDER . . . the uke Arthur Godfrey talked so favorably about on television. Made of Styron Plastic. Has genuine ukulele tone, nylon strings, precision pegs, animal head position dots. Gayly decorated to delight every kiddie. A dandy uke in looks and performance. Even adults will go for it. Order several as gifts while we can supply them.

Any child can learn



FREE Lessons by SPARKLE PLENTY'S TEACHER

We include free a beautiful 32 page, four color illustrated lesson book by Sparkle Plenty's Uke teacher, May Singhi Breen, the ukulele lady. Contains simplified instructions, so easy, any child can learn to play. Yes, folks your kiddie will quickly play real enchanting music. Contains many delightful songs . . . AND . . . it's included FREE with your order.



Only $2.98 Complete

A Wonderful Gift for Your Wonderful Child

FREE TRIAL GUARANTEE

Order at our risk. You must be 100% delighted. If not, return for full refund within 10 days. Order NOW at this low price!

Send No Money

Send coupon today . . . NOW! Sign your name and address and drop it in the mail. Pay postman $2.98, plus postage for each SPARKLE PLENTY UKETTE ordered on arrival or better still, enclose check or money order and save postage and COD charges. Same guarantee. Hurry before supply is exhausted.

BECYN, INC. Studio 1700
534 Pearl Street, New York 7, N. Y.

Send SPARKLE PLENTY UKETTE specified below. Enclose lesson book for each one ordered. It is understood I must be 100% pleased or money back within 10 days.

☐ Send _____ C.O.D. I'll pay postman $2.98 each, plus postage.

☐ Enclosed find $_____ for _____ Ukettes in full payment.

Name _____

Street _____

City _____ Zone ____ State _____

HOW JOE'S BODY BROUGHT HIM FAME INSTEAD OF SHAME



Charles Atlas

— actual photo of the man who holds the title, "The World's Most Perfectly Developed Man."

I Can Make YOU a New Man, Too, in Only 15 Minutes a Day!

If YOU, like Joe, have a body that others can "push around"—if you're ashamed to strip for sports or a swim—then give me just 15 minutes a day! I'll PROVE you can have a body you'll be proud of, packed with red-blooded vitality! "*Dynamic Tension*." That's the secret! That's how I changed myself from a spindle-shanked, scrawny weakling to winner of the title, "World's Most Perfectly Developed Man."

"Dynamic Tension" Does It!

Using "*Dynamic Tension*" only 15 minutes a day, in the privacy of your own room, you quickly begin to put on muscle, increase your chest measurements, broaden your back, fill out your arms and legs. Before you know it, this easy, NATURAL method will make you a finer specimen of REAL MANHOOD than you ever dreamed you could be! You'll be a New Man!

FREE BOOK

Thousands of fellows have used my marvelous system. Read what they say — see how they looked before and after — in my book, "Everlasting Health and Strength."

Send NOW for this book—*FREE*. It tells all about "*Dynamic Tension*," shows you actual photos of men I've turned from puny weaklings into Atlas Champions. It tells how I can do the same for YOU. Don't put it off! Address me personally: Charles Atlas, Dept. **60E**, 115 East 23rd St., New York10, N.Y.



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I want the proof that your system of "*Dynamic Tension*" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name.....Age.....
(Please print or write plainly)

Address.....

City..... Zone No. (if any) .....State.....

GIVEN

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GIRLS! BOYS! LADIES! MEN! Wrist Watches, Pocket Watches, Alarm Clocks (sent postage paid). Many other valuable Premiums or Cash Commission now easily yours. **Simply Give** beautiful pictures suitable for framing with White CLOVERINE Brand SALVE and easily sold to friends, neighbors, relatives at 25 cents a box (with picture) and remit amount asked under Premium shown in catalog sent with your order postage paid by us to start. We trust you. Send no money now. We are reliable. Write or mail coupon today. **Wilson Chem. Co., Dept. 148-N, Tyrone, Pa.**

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Lovable fully dressed Dolls over 15 inches in height, Candid Cameras with Carrying Cases (sent postage paid). Other Premiums or Cash Commission now easily yours. **Simply Give** pictures with White CLOVERINE Brand SALVE sold at 25 cents a box (with picture) and remit per catalog sent with order postage paid by us to start. 56th year. **Wilson Chem. Co., Dept. 148-P, Tyrone, Pa.**

GIVEN

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WE ARE RELIABLE

BOYS
GIRLS
LADIES
MEN

OUR 56th YEAR

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Be First

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GIVEN - PREMIUMS or Cash Commission - GIVEN

MAIL COUPON



Be First

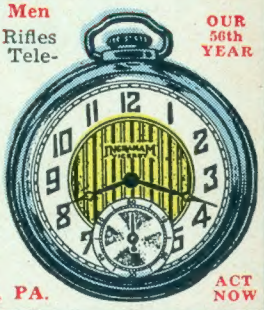


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Boys - Girls - Ladies - Men

Genuine 22 Caliber Rifles Pocket Watches, Wrist Watches, Alarm Clocks, Telescopes, Pen & Pencil Sets (sent postage paid). Boys-Girls Bicycles (sent express charges collect). Many other valuable Premiums or Cash Commission now easily yours. **SIMPLY GIVE** art pictures suitable for framing with White CLOVERINE Brand SALVE for chaps and mild burns and easily sold at 25 cents a box (with picture) and remit amount asked under Premium shown in catalog sent with your order postage paid by us to start. We are reliable. Our 56th year. Write or mail coupon today Be first. **WILSON CHEM. CO., Dept. 148-T, TYRONE, PA.**

OUR 56th YEAR



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GIVEN-GIVEN

PREMIUMS - CASH



BOYS
GIRLS
LADIES
MEN

ACT NOW





Wrist Watches, Billfolds, Radios, Footballs, Movie Machines, Electric Record Players, (sent postage paid). Other Premiums or Cash Commission now easily yours. **SIMPLY GIVE** pictures with White CLOVERINE Brand SALVE for chaps and mild burns and easily sold to friends, neighbors, relatives at 25 cents a box (with picture)and remit per catalog sent with your order postage paid by us to start. Write or mail coupon today for starting order. Send no money now. We trust you. 56th year. **Wilson Chem. Co., Dept. 148-V. Tyrone, Pa.**



PREMIUMS - GIVEN - CASH



BOYS
GIRLS
LADIES
MEN

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MAIL COUPON TODAY

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